

# MARKETBASE

## DATA PLATFORM

### FIND THE RIGHT PROSPECTS, WHEN YOU NEED THEM.

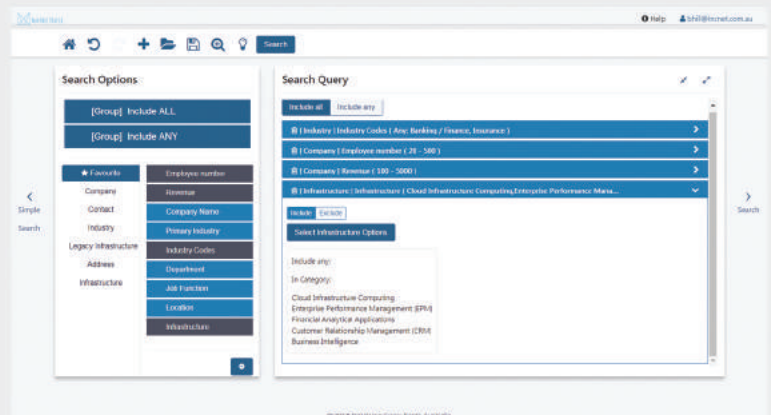
Organisations regularly face the challenge of making decisions without the right data available. Whether it is:

- Finding leads or prospects for sales and marketing
- Understanding the size of your addressable market
- Removing inactive accounts and contacts from your internal customer database

IncNet's MarketBase data platform puts the power of the IncNet database within your business to address these and many more requirements. IncNet's market leading database is tele verified by its' inhouse team of researchers ensuring the accuracy is unparalleled, and you get the right person at the right company when you want them.

The platform's drag and drop interface allows a user to select companies based on a specific criteria, allowing more complex searches to be carried out by non technical users.

For example: Company address is NSW and VIC, Industry is Banking and Finance, Employee count is 20 or more, Revenue between 100 – 500 million, and Details for CEO's and IT contacts.



In addition to providing the company and contact details, MarketBase includes IT products and services being used at an organisation. This is useful for further segmentation and to identify where your products or services best fit a prospects deployment, which companies to avoid due to incompatible technology or even which accounts to target for a competitive take out play.

MarketBase technographics are divided into 15 categories.

- Cloud Services
- Communications Technologies
- Customer Relationship Management
- Data Center Solutions
- Enterprise Applications
- Enterprise Content
- Hardware (Basic)
- IT Governance
- Marketing Performance Management
- Network Computing
- Productivity Solutions
- Project Management
- Software (Basic)
- Vertical Markets
- Web-Oriented Architecture

For more details or a demo of the platform please speak to your IncNet representative on [marketbase@incnet.com.au](mailto:marketbase@incnet.com.au) or +61 (02) 8875 7499.



Underpinning the MarketBase platform is the IncNet database. For more than 25 years, IncNet's team of researchers has been tele verifying the data to ensure the company and contacts details are verified directly with source.



Contact us on +61 (02) 8875 7499 or visit [incnet.com.au](http://incnet.com.au)  
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# MARKETBASE DATA PLATFORM

## MARKETBASE IT CATEGORIES

### Cloud Services

- Cloud Infrastructure Computing
- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)

### Communications Technologies

- Communications Technology
- Email
- Mobile Enterprise Management
- Mobile Technologies
- Telephony

### Customer Relationship Management

- Contact Center Management
- Customer Order Management
- Customer Relationship Management (CRM)
- Help Desk Management
- Service & Field Support Management

### Data Center Solutions

- Data Archiving, Back-Up & Recovery
- Data Management & Storage (Hardware)
- Database Management Software
- Disaster Recovery (DR)
- IT Infrastructure & Operations Management
- Operating Systems & Computing Languages
- Reporting Software
- Security Information and Event Management (SIEM)
- System Analytics & Monitoring
- System Security Services

### Enterprise Applications

- Business Process Management (BPM)
- Commerce
- Enterprise Business Solutions (EBS)
- Enterprise Performance Management (EPM)
- Enterprise Resource Planning (ERP)
- Financial Analytical Applications
- HR Management Systems (HRMS)
- Human Capital Management (HCM)
- Inventory Management
- Partner Management
- Procurement
- Supplier Relationship Management (SRM)
- Supply Chain Management (SCM)
- Travel and Expense Management

### Enterprise Content

- Case Management
- Document Management
- Enterprise Content Management (ECM)
- Information Technology Management
- Product Lifecycle Management (PLM)

### Hardware (Basic)

- Consumer Electronics, Personal Computers & Software
- Hardware - Other
- Mainframe Computers
- Midrange Computers
- Printers
- Server Technologies (Hardware)

### IT Governance

- Application Development & Management
- Asset Performance Management
- Change Management
- Governance Risk Compliance (GRC)
- Quality Management System
- Software Configuration Management (SCM)

### Marketing Performance Management

- Business Intelligence
- Marketing Performance Measurement

### Network Computing

- Automated Process/Workflow Systems
- Electronic Data Interchange (EDI)
- Middleware Software
- Network Management (Hardware)
- Network Management (Software)

### Productivity Solutions

- Collaboration
- Design & Publishing
- Enterprise Learning
- Lean/Kaizen/Value Stream Mapping
- Productivity Solutions
- Visualization Software

### Project Management

- Project Management
- Project Portfolio Management (PPM)

### Software (Basic)

- Electronic Design Automation (EDA)
- Search Engine
- Server Technologies (Software)
- Software - Other

### Vertical Markets

- Academic & Education Management
- Software
- Construction
- Legal and Professional Services
- Management
- Manufacturing/Engineering
- Media
- Medical
- Philanthropic
- Real Estate
- Retail
- Sustainability/Green Enterprise

### Web-Oriented Architecture

- Hypervisor
- Online Video Platform (OVP)
- Remote Computer/Server Solutions
- Social Media Systems
- Virtualization: Application & Desktop
- Virtualization: Platform Management
- Virtualization: Server & Data Center
- Web & Portal Technology
- Web Content Management System (WCMS)