



Global Business Information

Global Business Information Trends and the IT Industry

October 2008



Global Business Information Trends and the IT Industry

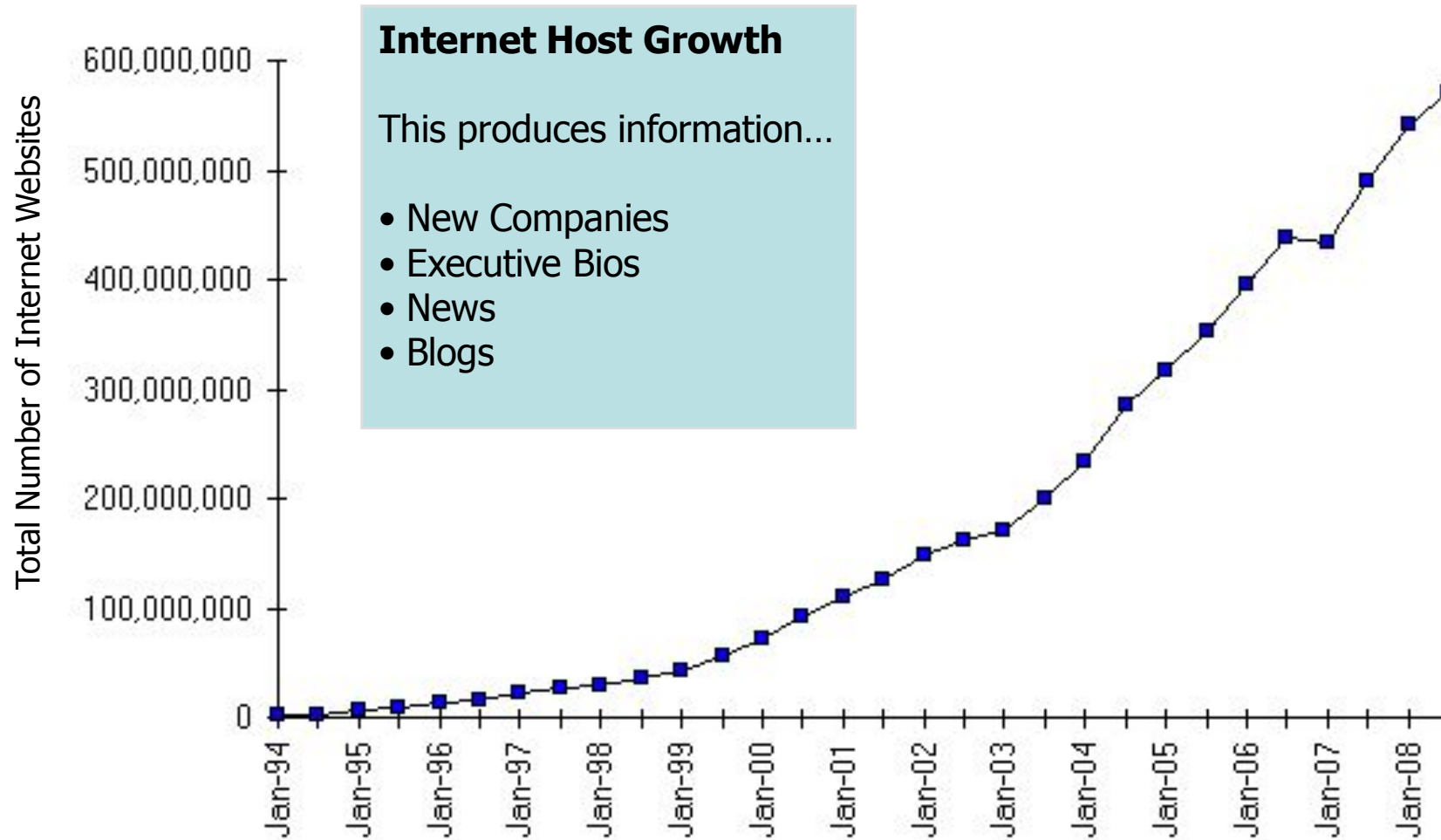


Sham Sao
CMO, OneSource Information Services

Mr. Sao has world-wide responsibility for marketing and strategy at OneSource.

OneSource is a leading provider of global business information services.

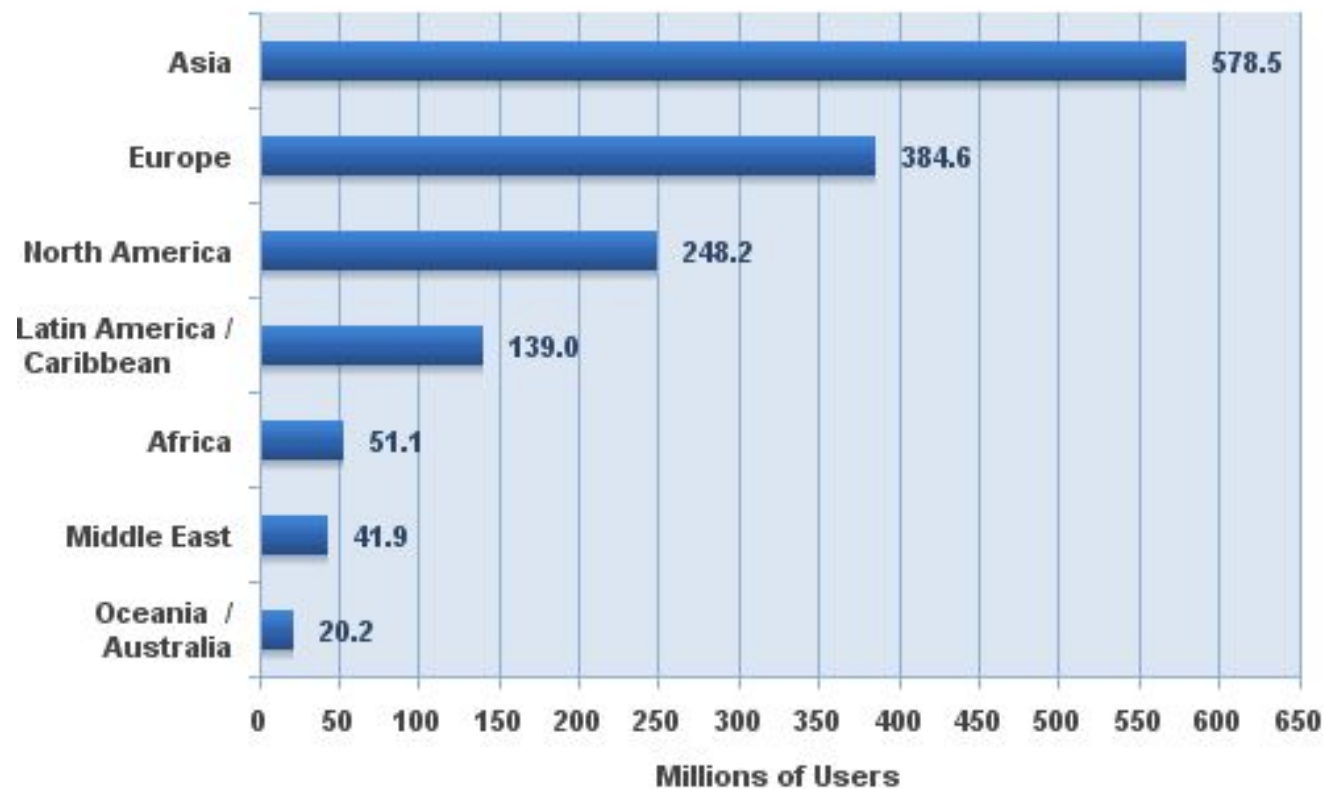
Dramatic Information Growth



Source: Internet Systems Consortium (www.isc.org)

Asia Is at the Top in Internet Users

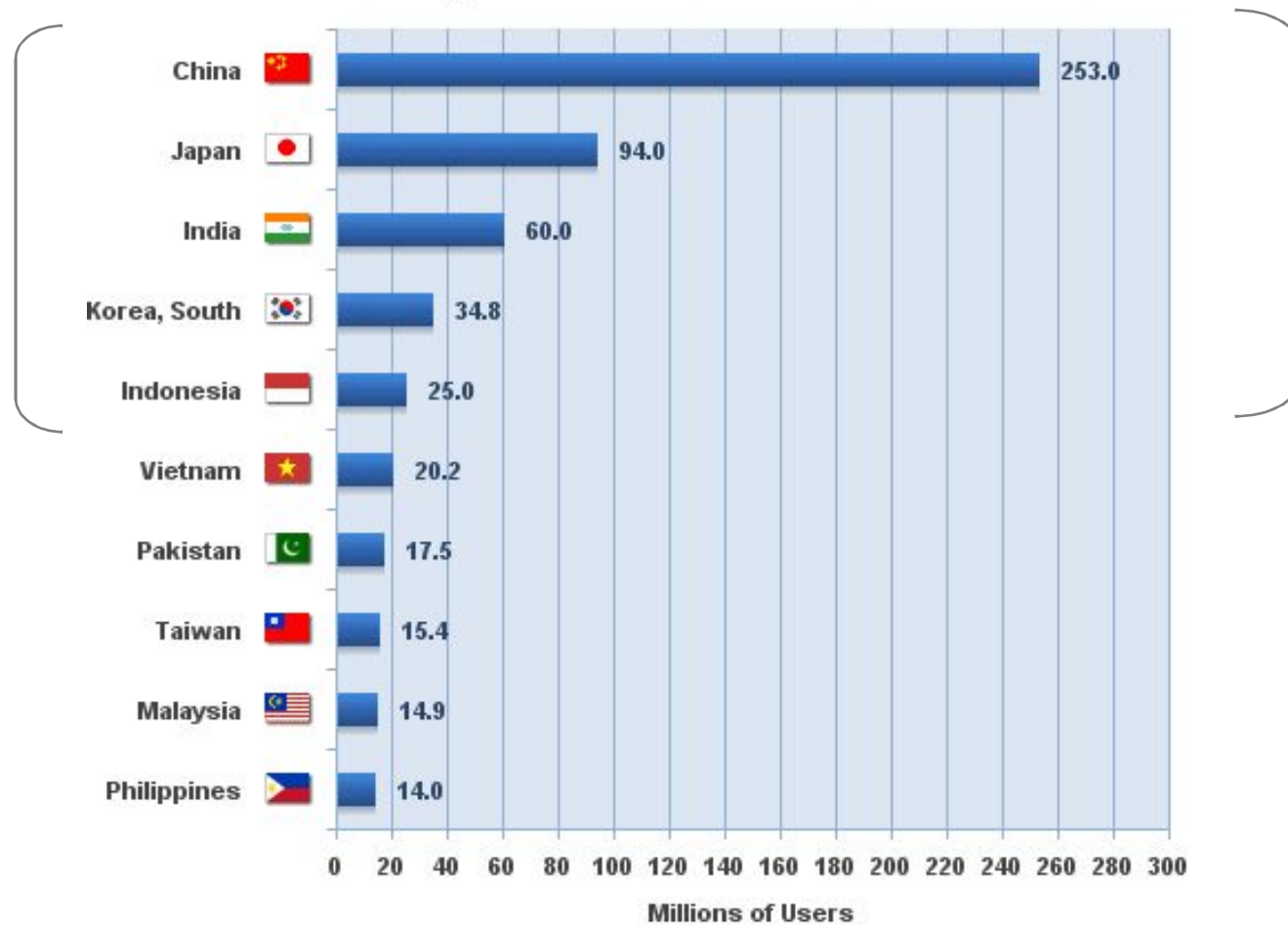
Internet Users in the World by Geographic Regions



Source: 2008 Internet World Stats (www.internetworldstats.com/stats.htm)

Korea is in the Top 5 in Asia

Asia Top Ten Internet Countries



Source: 2008 Internet World Stats (www.internetworldstats.com/stats3.htm)

Traditional Areas of Competition in IT

Product

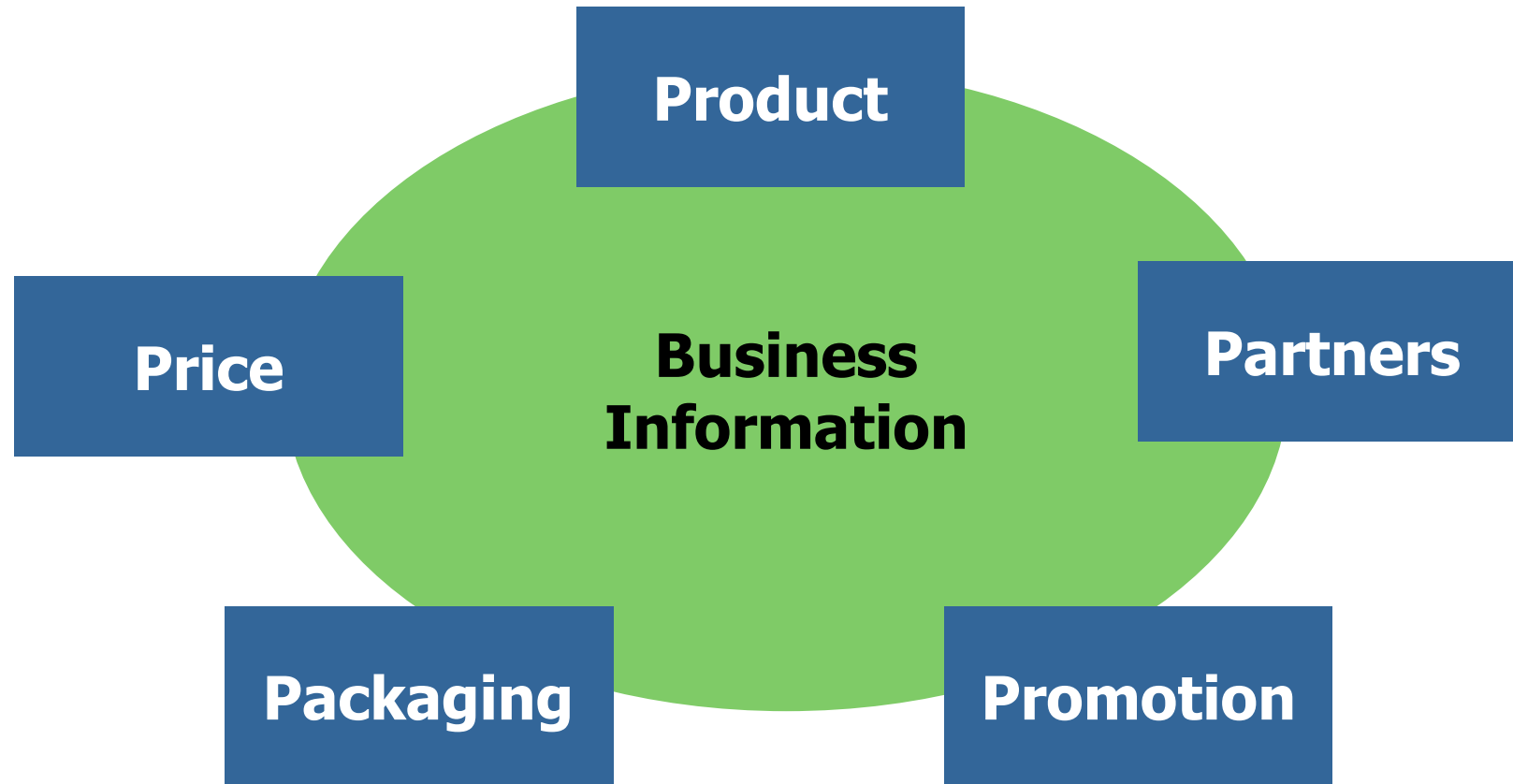
Price

Partners

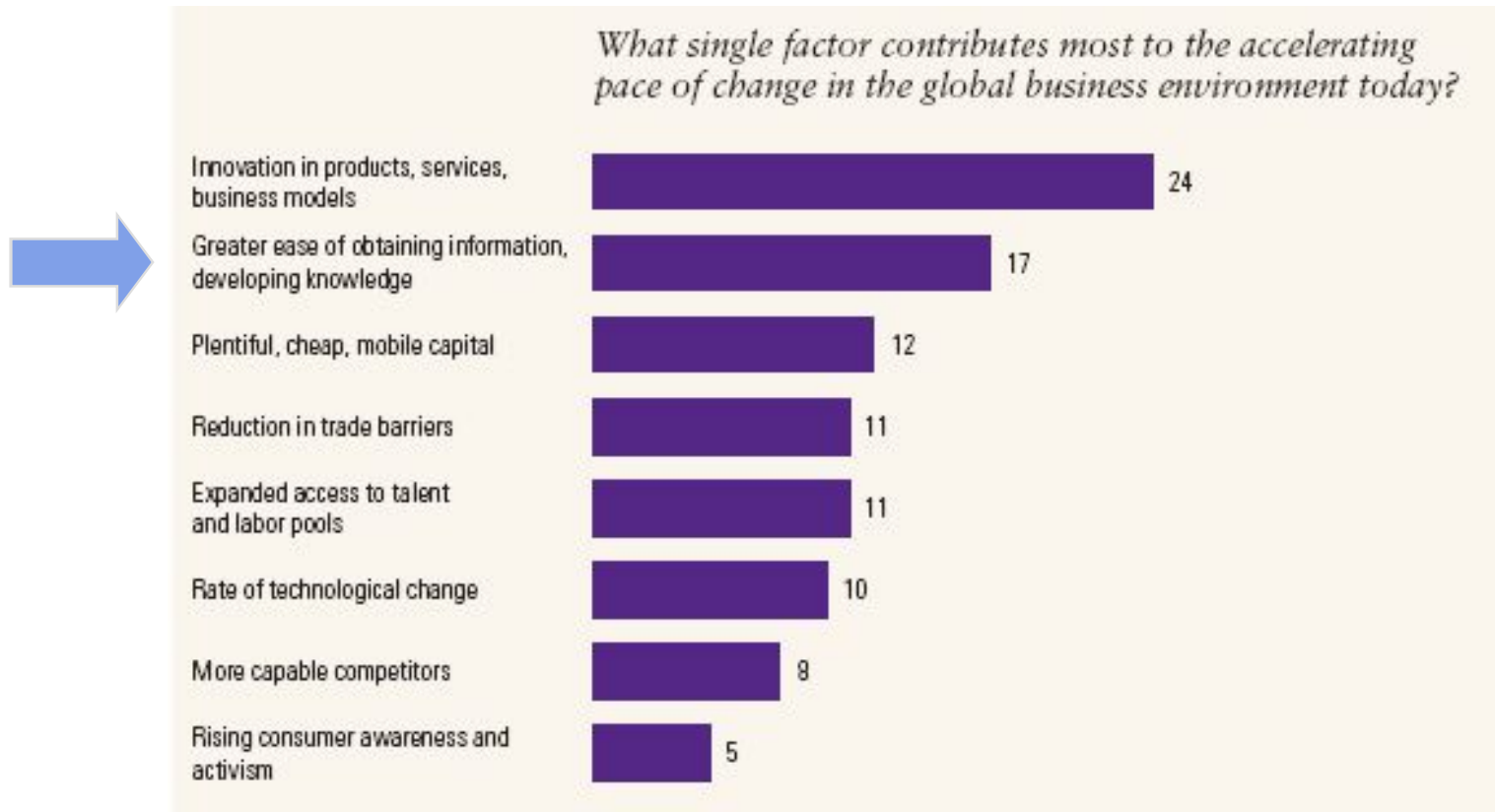
Packaging

Promotion

Information As a Competitive Force



What Factors Are Driving Change



Source: McKinsey & Company Global Executive Survey

Factors Driving Increased Competition



Source: McKinsey & Company Global Executive Survey

Information Competitive Advantage



Examples of Competitive Advantages through Information...

Market Analysis

Lead Generation

Competitive Analysis

Account Planning

Sales Prospecting

CRM

Sources of Information

Information Services

Internet Searching

Cost

Subscription

Time Spent Searching

Quality

High Quality

Mixed Information

Focus

Focused Results

Thousands of Pages to Review

Example Search Results

microsoft executives korea



NAVER	19,996
Google [™]	346,000
 Live Search	5,490,000
YAHOO! [®]	2,710,000

Example Search Results - Google

Fixing image, **Microsoft** offers **Korea** software aid - International ...

SEOUL: **Microsoft** is establishing computing laboratories to assist local software developers in South **Korea**, a top **executive** said Friday, as the company ...

www.iht.com/articles/2006/10/20/yourmoney/msft.php - 41k - [Cached](#) - [Similar pages](#) - [Note this](#)

Security360 Webcasts Available In 9 Languages

To view webcasts with Chinese, Japanese, or **Korean** captions, you will need the ... **Microsoft Executive Circle** Webcast June 2005: Security360 with Mike Nash: ...

www.microsoft.com/events/series/mikenash/localized.mspc - 26k -

[Cached](#) - [Similar pages](#) - [Note this](#)

Media Alert: **Microsoft Executives** to Make Significant Company ...

Steve Ballmer, chief **executive** officer of **Microsoft Corp.**; South **Korea**. 82- 2-6744-1058. 00798-14800-66. Spain. 34-91-414-00-91. 800-099-387 ...

www.microsoft.com/presspass/press/2008/feb08/02-21NewsConferenceMA.mspc - 25k -

[Cached](#) - [Similar pages](#) - [Note this](#)

UBmatrix Hires Former **Microsoft Executive** and Opens New ...

UBmatrix Hires Former **Microsoft Executive** and Opens New Headquarters from ... state augments UBmatrix facilities in California, **Korea**, Japan and Australia. ...

findarticles.com/p/articles/mi_m0EIN/is_2003_Oct_1/ai_108406419 - 48k -

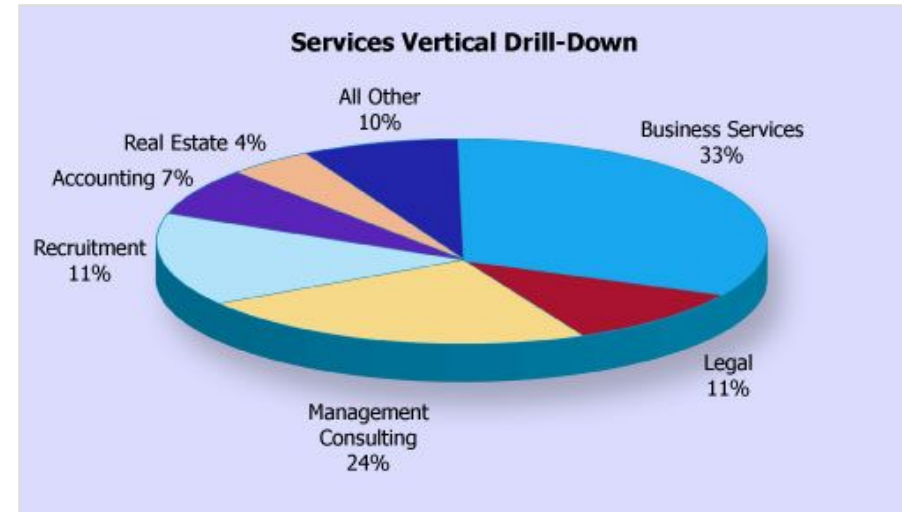
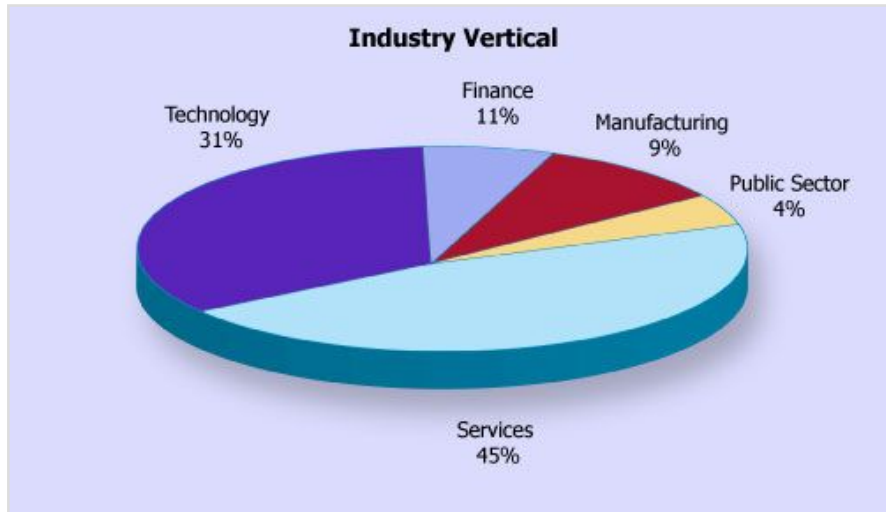
[Cached](#) - [Similar pages](#) - [Note this](#)

**The first 4
results are not
very relevant**

Market Analysis

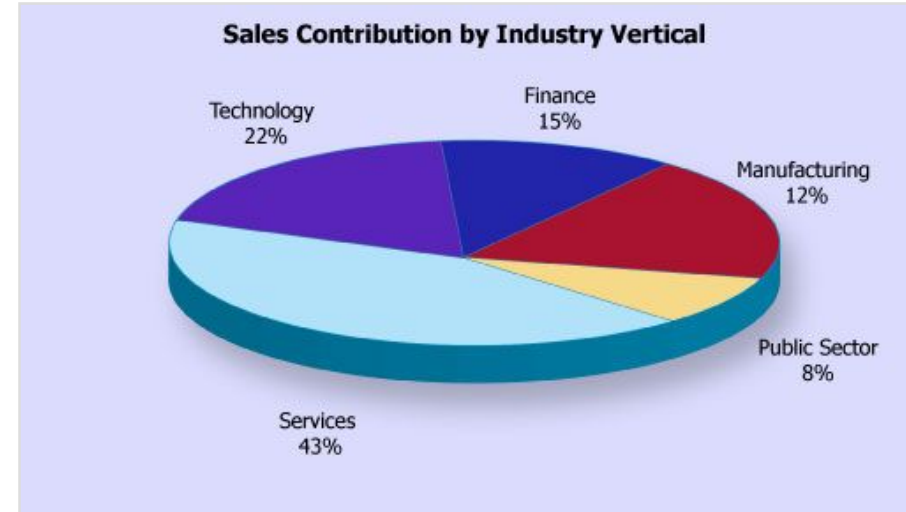
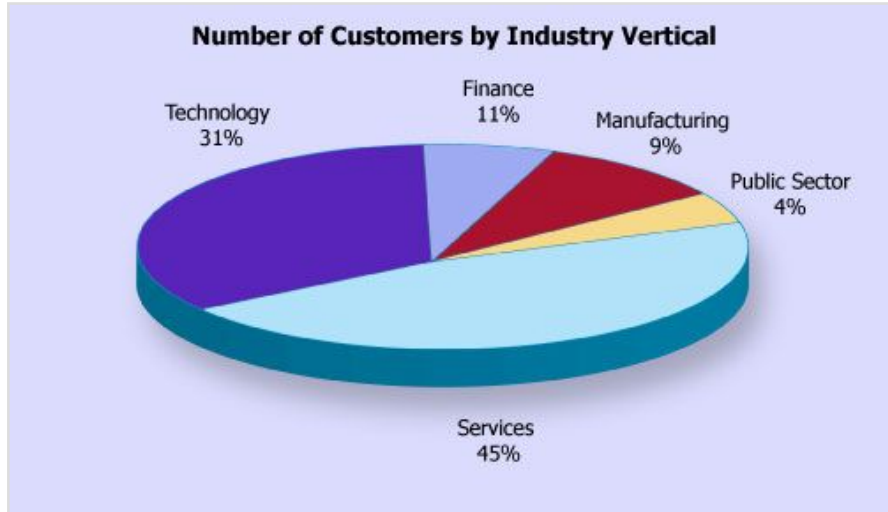
- Who are your customers?
 - *They might not be who you think they are!*
- What are your key vertical markets?
 - *How do you measure this?*
- Where is the greatest potential in your target markets?
 - *How are you defining your target market?*
- Where can we grow in new areas?
 - *What is our penetration by market and where is the opportunity?*

Who Are Your Customers



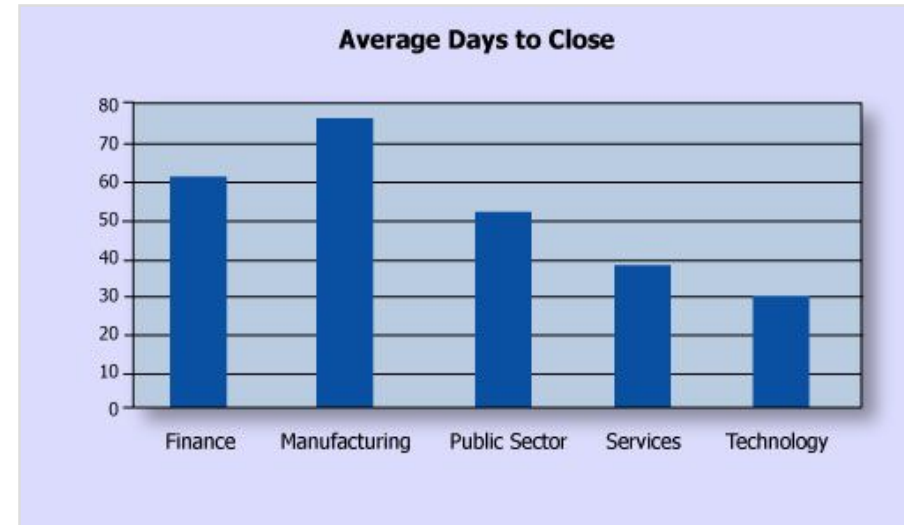
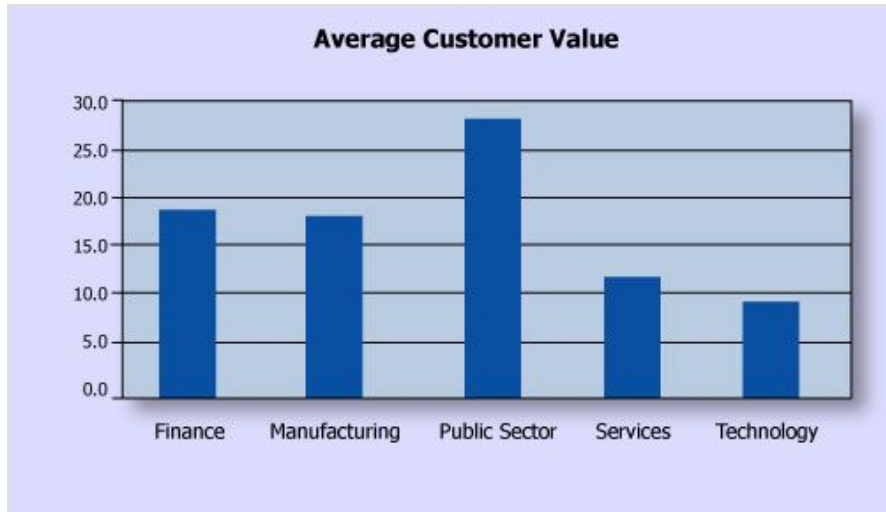
- Drill down beyond basic Vertical to Industry slices
 - Drill down further to SIC or NAICS code
- Horizontal segmentation:
 - Company Size
 - Geographic Region
 - Product Group/Division

Who Are Your Best Customers



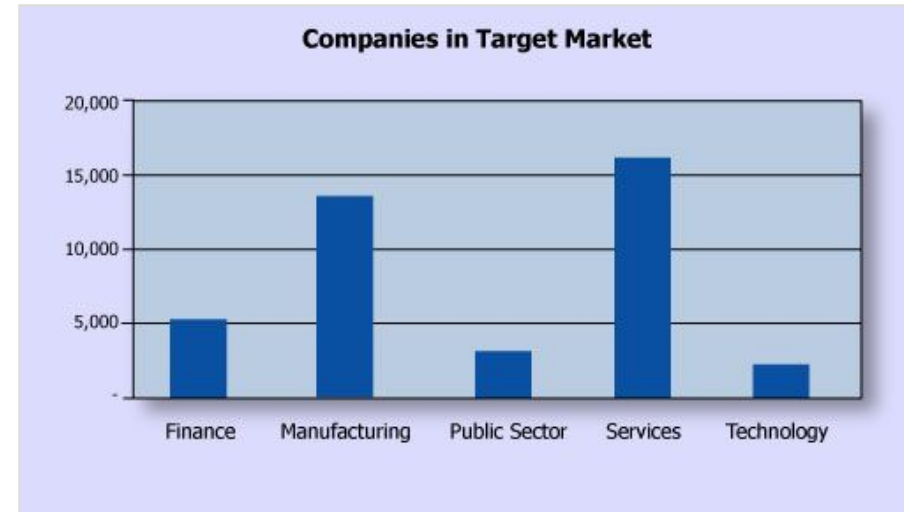
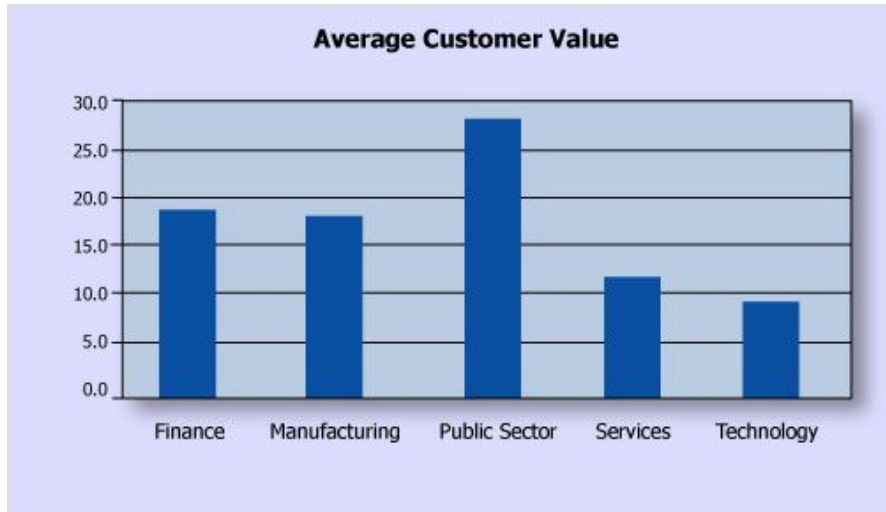
- Identify Best Customer Segments:
 - The segments that bring the most revenue per deal
- Average Customer Value:
 - Based on dollar sales, units, hours billed, seats.

Deal Size and Customer Value



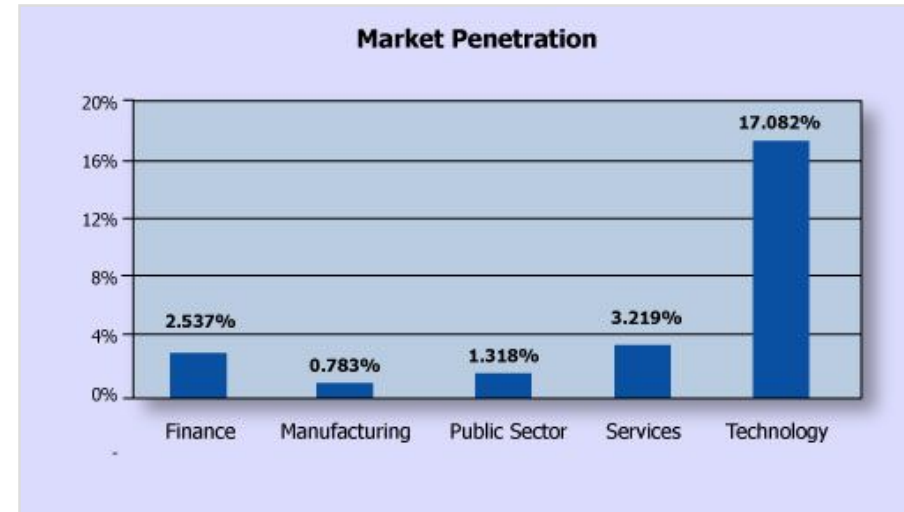
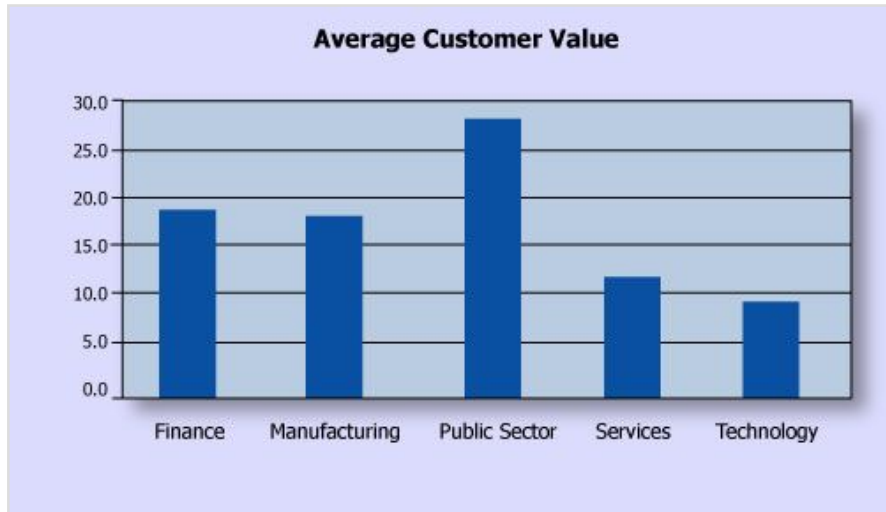
- Time is a critical element to success
 - Faster wins mean Revenue now
 - Smaller deals alone may not reach targets
- A balance of small and large deals is key to success!

Finding Market Potential



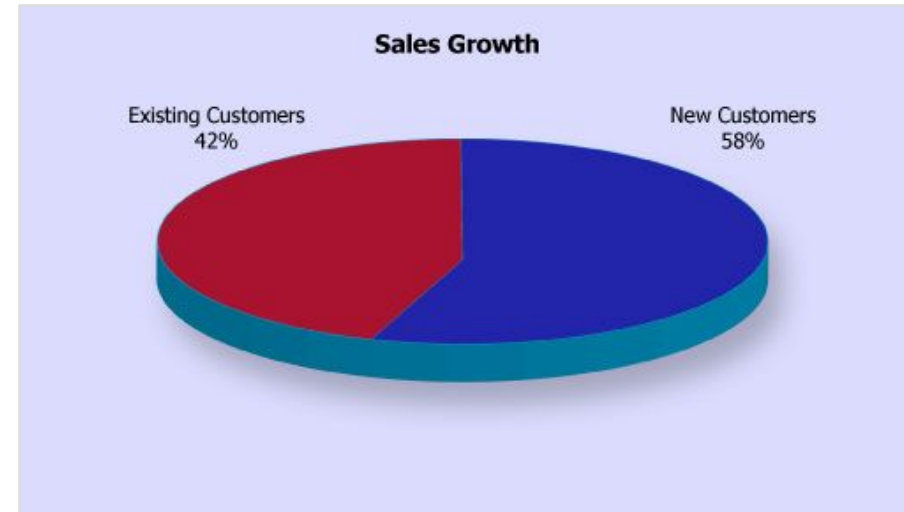
- Enhance prospecting opportunities by expanding target markets
- Develop best customer profile and add prospects with similar stats

Determining Market Penetration



- Measure your Market Penetration
- Quantify the potential of your Target Market
- Target New and Underdeveloped Market Opportunities

Identifying Growth Markets



- Strategic planning to ensure ongoing success by tracking:
 - Customer base changes over time
 - Where new business is derived from
 - Turnover rates for various business segments

Monitoring the changing customer enables identification of best new opportunities

Market & Competitive Analysis

Successful companies are using many types of information for effective Market and Competitive Analysis

Home Companies Executives Industries News & ...

Wednesday, 15 October 2008

Recently Viewed Companies

- IBM Korea Inc
- International Business M...
- Sophos Plc
- Sophos North America Inc.
- LexisNexis



Global Preferences [Edit](#)



Region: US/Canada
Currency: USD (mil)



Saved Items [Edit](#)



- My Companies
- Company Lists
- Company Searches
- Executive Searches
- News Alerts & Searches

Quick Search


Companies
Enter a company name, ticker symbol, Onesource KeyID, or registered number.
 
Total Companies: 17,894,679


Executives
Search for an individual by entering last name only or both first and last name.
 
Total Executives: 22,367,628


News & Articles
Enter one or more keywords to search multiple global media sources.
 


Industries
Search for an industry by entering a keyword, industry activity, or industry code.
 

Top Business News

News Title	Date
» Quicksilver Resources Announces Recent Events Market Wire (151 Words)	15-Oct-2008
» CEMEX's Third Quarter 2008 Net Sales Decrease 5%; EBITDA Down 4% Business Wire (1079 Words)	15-Oct-2008
» DJ Carquill May Change La Sugar Plant Site In Imperial Venture OsterDowJones Select (491 Words)	15-Oct-2008
» Update: JDSU Names Sharad Rastogi Senior Vice President of Corporate Development and Marketing PR Newswire US (401 Words)	15-Oct-2008

[>> View All](#)

What's New at OneSource

- » [Content Upgraded in Europe and UK](#)
OneSource delivers broader and deeper coverage in the first of several planned content projects.
- » [OneSource Enhances Client Support](#)
New tutorials and dedicated support for Asia Pacific are now available as we strive to provide top-quality service.

[>> View All](#)

Marketing Lead Generation

Companies are ramping up lead generation efforts through targeted databases

▼ Company ation, Business Description, Ownership, Company

Industry Classifications
[] NAICS 2002 [v]
 Primary Only Primary and Secondary

OneSource Industry
[Click for Industry List]

Business Description
[]

Company
[]

Ownership
[--- All ---] [v]
Public Parent [v]
Public Subsidiary [v]
Public Branch [v]

Quoted Status
[--- All ---] [v]

Parent Name
[]

Direct Parent Ultimate Parent Both

Parent Country
Korea, Republic of [v]
Kuwait [v]
Kyrgyzstan [v]
Lao People's Democratic Republic [v]

Direct Parent Ultimate Parent Both

▼ Size Sales, Assets, Employees, Sales 1 Year Growth, Market Value

Currency
[USD (mil)] [v]

Sales
[] to []

Assets
[] to []

Employees
[] to []

Search by Rank
[Sales] [v] [Top] [v] []

Search by Range
Join the criteria by: AND OR

Sales 1 Year Growth
[] to []

Market Value
[] to []

Targeted Prospecting

Find Peer Companies

Results must be 5000 or fewer to export, 1000 or fewer to view.
Select "View Results" to view companies within the peer's industry
or refine/expand results with the criteria below.

Search Results: **0 Companies**

[Search Tips](#)

[Back to Microsoft Korea](#) Run Search Reset Form

Peer Analysis Search Location, Industry, Ownership, Size

Location

Global Region

--- All ---
Africa
Asia
Australasia

Country

--- All ---
Afghanistan
Bangladesh
Bhutan

Company

Industry Classifications

7372 US SIC 1987

Primary Only Primary and Secondary

Ownership

--- All ---
Public Parent
Public Subsidiary
Public Branch

One of the best practices for prospecting is targeting peer companies

Strategic Selling

Using Company Overviews for Strategic Selling

Home Companies Executives Industries News & Reports Sav

Collapse all | Expand all

Hide

Profile

- Company Summary
- Corporate Overview
- Executives
- Corporate Family
- OneStop Report

News & Analysis

- Latest News Stories
- Articles
- Peer Analysis

Microsoft Korea

5th Fl POSCO Center
892 Daechi-dong
Gangnam-gu
Seoul, 135 777
Korea, Republic of

Tel: 82 (2) 531 4500
Fax: 82 (2) 555 1724

www.microsoft.com

Employees: 450
Company Type: Private Subsidiary
Corporate Family: [245 Companies](#)
Ultimate Parent: [Microsoft Corporation](#)
Incorporation Date: 1988

Financials in: USD (mil)
Reporting Currency: US Dollar
Annual Sales: 249.7
Total Assets: NA

Business Description

Microsoft Corporation (USA) is the worldwide leader in software, services and solutions. It develops, manufactures, licenses and supports a wide range of software products for computing devices including MS-DOS, .NET, Office XP, 2007 Office system, Windows, Windows Server, Windows 3.0, Windows 95, Windows 98, Windows 2000, Windows XP and Windows Vista. Microsoft Corporation Latin American Headquarters are located in Fort Lauderdale, Florida (USA).

Source: BMI [>> More Business Descriptions](#)

Industry

Account Planning

Industry

Industry [Software and Programming](#)
ANZSIC 2006: [5420 - Software Publishing](#)
NACE 2002: [7221 - Publishing of software](#)
NAICS 2002: [511210 - Software Publishers](#)
UK SIC 2003: [7221 - Publishing of software](#)
US SIC 1987: [7372 - Prepackaged Software](#)

**Leading Sales Teams
Research the Industry,
Key Executives, and News**

Key Executives

Name	Title	Source
Jae Sung Yoo	Chief Executive Officer	infoUSA
Gregory Senich	Finance & Accounts Manager	BMI
Seung Pum Oh	Head of Sales	BMI
Jewan Woo	Information Technology Manager	BMI
Eun Kyung Yoon	Human Resources Manager	BMI

[>>View 7 Executives](#)

News

Title	Date
SK COMMUNICATIONS, MICROSOFT SIGN TIE-UP DEAL Asia Pulse (165 Words)	8-Oct-2008
MICROSOFT PLANS VIDEO-STREAMING SERVICE IN S. KOREA Asia Pulse (202 Words)	30-Sep-2008
Microsoft to cut Xbox 360 price in S. Korea Yonhap (155 Words)	26-Sep-2008
MICROSOFT TO CUT XBOX 360 PRICE IN SOUTH KOREA Asia Pulse (155 Words)	25-Sep-2008
MICROSOFT OPENS GAME DEVELOPMENT CENTER IN SEOUL Asia Pulse (208 Words)	30-Jul-2008

[>> View All](#)

Account Planning

One-Stop Report Set-Up

Please select the report(s) you want to include in the OneStop, then click "Create Report".

[Select All Reports](#) | [Deselect All Reports](#)

Financials in

Descriptive Reports

- Company Summary
- Corporate Overview
- Corporate Family
- Executives

News & Articles

- Latest News Stories
 - Full Stories
 - Headlines Only
- Latest Articles
 - Full Stories
 - Headlines Only

Company Information Reports help with Account Planning

Field Sales Forces can benefit from portable reports (e.g., PDF files)

CRM Integration Example

Customize Results

[View Search Criteria](#)

 [Export](#)

View Results Reset ?

Company **Location** Size Executive Adviser

- OneSource Industry
- UK2003 SIC Code
- UK2003 SIC Description
- US87 SIC Code
- US87 SIC Description
- ANZSIC Code
- ANZSIC Description
- NAICS Code
- NAICS Description
- High Technology Product Codes (US)
- Business Description
- Quoted Status
- Parent
- Ultimate Parent
- Parent KeyID
- Ultimate Parent KeyID
- Parent Country

▶
Add

◀
Remove

Column Order

- Company Name
- City
- State Or Region
- Country
- Sales
- Employees
- Assets
- Ownership

Use Ctrl-Click for multiple selection.
Use Shift-Click for range of values.

Drag within the frame to re-order variables

CRM Integration Management

Setup Preferences for Accounts: Cancel Save

Please map the OneSource company data fields to Salesforce.com Account fields. Selecting "Require" for a field means when the user imports OneSource Account data, that field will always be imported (the user will have no choice). Selecting "Protect" for a field means that if that Salesforce.com field already has data in it, the user cannot import OneSource data into that field (it preserves the existing data).

Standard Fields

Salesforce Fields	OneSource Fields	Protect	Require
Account Description	Business Description	<input type="checkbox"/>	<input type="checkbox"/>
Account Fax	Fax	<input type="checkbox"/>	<input type="checkbox"/>
Account Name	Company Name	<input type="checkbox"/>	<input type="checkbox"/>
Account Number	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>
Account Rating	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>
Account Site	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>
Account Type	Entity Type	<input type="checkbox"/>	<input type="checkbox"/>
Annual Revenue	Sales	<input type="checkbox"/>	<input type="checkbox"/>
Employees	Employees	<input type="checkbox"/>	<input type="checkbox"/>
Industry	Industry	<input type="checkbox"/>	<input type="checkbox"/>
Ownership	Company Type	<input type="checkbox"/>	<input type="checkbox"/>
SIC Code	NAICS Code	<input type="checkbox"/>	<input type="checkbox"/>
Ticker Symbol	Ticker	<input type="checkbox"/>	<input type="checkbox"/>
Website	URL	<input type="checkbox"/>	<input type="checkbox"/>

Standard Address Fields

Treat Shipping Address as block Protect Require

Salesforce Fields	OneSource Fields	Protect	Require
Shipping Street	Address 1	<input type="checkbox"/>	<input type="checkbox"/>
Shipping City	City	<input type="checkbox"/>	<input type="checkbox"/>
Shipping State/Province	State Abbreviation	<input type="checkbox"/>	<input type="checkbox"/>
Shipping Country	Country Code (ISO)	<input type="checkbox"/>	<input type="checkbox"/>
Shipping Zip/Postal Code	Zip/Postal Code	<input type="checkbox"/>	<input type="checkbox"/>

Treat Billing Address as block Protect Require

Salesforce Fields	OneSource Fields	Protect	Require
Billing Street	Address 1	<input type="checkbox"/>	<input type="checkbox"/>
Billing City	City	<input type="checkbox"/>	<input type="checkbox"/>
Billing State/Province	State Abbreviation	<input type="checkbox"/>	<input type="checkbox"/>
Billing Country	Country Code (ISO)	<input type="checkbox"/>	<input type="checkbox"/>
Billing Zip/Postal Code	Zip/Postal Code	<input type="checkbox"/>	<input type="checkbox"/>

Custom Fields

Salesforce Fields	OneSource Fields	Protect	Require
Active	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>
Customer Priority	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>
SLA	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>

Salesforce Fields	OneSource Fields	Protect	Require
SLA Expiration Date	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>
SLA Serial Number	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>
Upsell Opportunity	No Mapping	<input type="checkbox"/>	<input type="checkbox"/>

Parent Account Options

Use the following OneSource data to link to Parent Account

Use ultimate parent if it exists, otherwise use direct parent
 Use direct parent if it exists, otherwise use ultimate parent
 Use ultimate parent only
 Use direct parent only
 Do not automatically link to Parent Account

Options if using OneSource data to link to Parent Account

Protect - do not overwrite parent linkage if it already exists
 Automatically create the Parent Account if it doesn't exist

Other Options

Inform users of duplicate accounts

Cancel Save

CRM Lead Enrichment Example

Import Leads into CRM System

Choose one of the following options and click Start Import to begin importing.
*Assignments apply only to newly created records

Import To Leads

Lead Source	OneSource
Assignment Rule	Standard2
Campaign	International Electrical Engineers Assoc
Lead Owner	Phil McWade
Record Type	Tech
Lead Matches	Create new Leads

Import to Accounts/Contacts

Account Owner	- None -
Record Type	- None -
Account Matches	Update existing Accounts
Contact Matches	Update existing Contacts

CRM Prospecting Example

Home About OneSource **Accounts** Leads Contacts Campaigns AI Administration AI News AI Industry AI Prospecting

Brought to you by
Appexchange
developer network

Search
Go! Advanced Search...

Create
New...

Recent Items
Milton Cat
Jamba
Pioneer Electronics Inc.
Sloan
GE
IBM World Trade Corporation
International Business Machines Corp.
Oracle Packaging Inc
TrueAdvantage, Inc.
Tesco

Account Milton Cat [About this page](#) [Feedback to OneSource](#)

Select the Company

Company Name
Milton

9 companies match

page: 1

<input type="radio"/>	Name	City	State/Prov	Country	Ownership	Employees
<input type="radio"/>	Milton Cat	Syracuse	New York	United States	Private Subsidiary	460
<input type="radio"/>	Southworth-Milton Inc	Clifton Park	New York	United States	Private Parent	120
<input type="radio"/>	Brooklyn Bottling Co. of Milton, NY	Milton	New York	United States	Private Parent	110
<input type="radio"/>	Milton Paper Co Inc	Long Island City	New York	United States	Private Parent	60
<input type="radio"/>	Milton Cat	Binghamton	New York	United States	Private Parent	30
<input type="radio"/>	Milton Ables Inc	Port Washington	New York	United States	Private Parent	27
<input type="radio"/>	Milton Cat Power Systems	Syracuse	New York	United States	Private Parent	25
<input type="radio"/>	Milton A Bleier Corp	Bohemia	New York	United States	Private Parent	22
<input type="radio"/>	Southworth-Milton Inc	Syracuse	New York	United States	Private Subsidiary	6

page: 1

Country (1)
United States


States (1)
New York

Cities (7)
Binghamton (1)
Bohemia (1)
Clifton Park (1)
Long Island City (1)
Milton (1)
Port Washington (1)
Syracuse (3)

Ownership (2)

CRM Account Management

Home About OneSource **Accounts** Leads Contacts Campaigns AI Administration AI News AI Industry AI Prospecting

Brought to you by

 Search

 Go! Advanced Search...
 Create
 New...
Recent Items
 Milton Cat
 Southworth-Milton Inc.
 Jamba
 Pioneer Electronics Inc.
 Sloan
 GE
 IBM World Trade Corporation
 International Business Machines Corp.
 Oracle Packaging Inc.
 TrueAdvantage, Inc.
 Recycle Bin

Account Update [Feedback to OneSource](#)

View the OneSource data and the selected items you wish to bring into the Account and press Update. The checkbox at the top of the list will check or uncheck all available items. Where Account data and OneSource data differ, the field names are highlighted in yellow.

Account Field	Current Account Data	<input checked="" type="checkbox"/> OneSource Data
Account Description :		<input checked="" type="checkbox"/> Sales, Servicing & Leasing of Construction Equipment, Industrial Lift Trucks & Engines, Machine Tools; Material Handling Systems, Industrial Supplies, Aerial Lift & Over-the-Highway Trucks; Computer Hardware & Peripherals.
Account Fax :		<input checked="" type="checkbox"/> 315-476-0660
Account Name : Milton Cat		<input checked="" type="checkbox"/> Milton Cat
Account Type : Subsidiary		<input checked="" type="checkbox"/> Subsidiary
Annual Revenue :		<input checked="" type="checkbox"/> 112,450,000
Employees : 320		<input checked="" type="checkbox"/> 460
Industry : Construction		<input checked="" type="checkbox"/> Constr. & Agric. Machinery
Ownership :		<input checked="" type="checkbox"/> Private Subsidiary
SIC Code :		<input checked="" type="checkbox"/> 236115
Ticker Symbol :		<input type="checkbox"/>
Website :		<input checked="" type="checkbox"/> http://www.sales_miltoncat.com
Shipping Street :		<input checked="" type="checkbox"/> 294 Ainsley Dr
Shipping City : Syracuse		<input checked="" type="checkbox"/> Syracuse
Shipping State/Province : New York		<input checked="" type="checkbox"/> NY
Shipping Country : USA		<input checked="" type="checkbox"/> US
Shipping Zip/Postal Code :		<input checked="" type="checkbox"/> 13205

Note: Fields that are disabled will not be updated in your record due to restrictions imposed by your user profile's Field-Level Security settings.

Business Data Aggregation

Aggregated Data is of Higher Quality and Easier to Use

Company and Executive Information	News & Articles	Industry Information	IT Profiles
			

Usage by Leading Companies

Information Technology



Financial Services



Professional Services



Major Corporations



Summary

- Information has become a key competitive differentiator in the IT industry across the globe
- Advantages can be gained across functions including sales, marketing, competitive analysis, market analysis
- Efficiently accessing the right information at the right time is critical to maintaining productivity
- Business information is best used directly by end-users through the web or enterprise systems such as CRM
- While many companies use information, those that use it most effectively have an opportunity to win against the competition