

IT Sales Prospector Spotlight Service

Part of the Enterprise Technology Service Area Package

Transform your sales and marketing effectiveness with an unrivalled source of prospect intelligence

**PRODUCT OVERVIEW | IT Sales
Prospector Spotlight Service**

The VICIA logo is rendered in a bold, black, sans-serif font. The letter 'V' is stylized with a small dot at its top-left corner. The letters 'I', 'C', and 'I' are also stylized with small dots at their top-left corners. The letter 'A' is a simple, solid black shape. The logo is positioned in the bottom right corner of the slide.

VICIA

“ Identifying the best opportunities at the right time and gaining a strong understanding of the target clients, enables sales teams to have a higher hit rate and to better qualify their prospects. ”

Cem Nurkan
Research Director

IT Sales Prospector Spotlight Service

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Prospect list building based on
granular search specifications

HOW OMDIA HELPS YOU

- Identify the most lucrative prospects and target them at the right time, with the right proposition
- Maximize revenue from existing customers
- Optimize the allocation of sales resources
- Implement effective account planning

The screenshot shows the Informa IT Sales Prospector interface. At the top, there's a navigation bar with 'informa' logo and links for Home, Help, About, Segments Definitions, and OMDIA. Below this is a search bar and a 'RETURN TO SEARCH OPTIONS' button. The main content area is titled 'RESULTS' and includes a 'REFINE SEARCH' button. There are tabs for 'LIST' and 'Charts'. Under 'DISPLAY OPTIONS', users can choose to view company information by Default View, Contact List View, View by Technology Function, or View by Technology Type. There are also checkboxes to filter by Telephone, Address, Headquarters, and Branch. A summary line indicates 'Extract 0 selected companies to 0 (Maximum download of 1,000 records)'. Below this is a table of results with columns for Company Name, Industry, Country, Headquarters 2011-2011, and Assets 2011-2011. The table lists various companies such as WALMART INC., BANK OF AMERICA CORPORATION, AT&T INC., VOLKSWAGEN AG, VERIZON COMMUNICATIONS INC., AAA, FORD MOTOR COMPANY, NIPPON TELEGRAPH AND TELEVISION, DEUTSCHE TELEKOM AG, MERCK KGAE, BNP PARIBAS, SOFTBANK GROUP CORP., CARDINAL HEALTH INC., ROYAL BANK OF CANADA, BAYERISCHE MOTOREN WERKE AG, METLIFE INC., CHINA TELECOM CORPORATION, HYUNDAI MOTOR COMPANY, STATE BANK OF INDIA, DEUTSCHE BANK AG, and LEGAL & GENERAL GROUP PLC.

<https://top.omnia.com/View/3759P/CE/View/Search/Type/PopularSearch/ged-67566165-6250-6867-6c18-5d6633a8664?112022+12:05:00 PM>

KEY QUESTIONS ADDRESSED

- How do you identify and prioritize the accounts sales and marketing should be focusing on?
- How much more should your customers be spending with your organization?
- Which account matches your target profile and what should you prioritize?
- Which prospects have the largest IT budgets?
- What opportunities and challenges do your prospects face and what is their IT spending profile?
- When are the contracts in your target customer base due to renew?

NEW ENHANCEMENTS

- Enhanced modelling depth for top 5,000 enterprises

OMDIA

IT Sales Prospector: Our Expert Analysts



Cem Nurkan
Research Director
Enterprise IT



Mila D'Antonio
Principal Analyst
Enterprise IT



Bill Morelli
Chief Research Officer and Head
IT Management & Data Center



Hansa Iyengar
Senior Principal Analyst
Enterprise IT

IT Sales Prospector: Deliverables



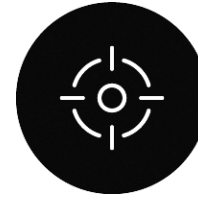
INDUSTRY ANALYZER

- Assess potential of your target markets
- Understand the dynamics and trends of over 500 industries
- View industry composition by company size and type
- Discover IT spending by segment and channel
- Download industry reports to help make market assessments



PROSPECT BUILDER

- Identify companies that match your target profile
- Generate company target lists to distribute across your teams
- Target companies by industry, region, type, and size
- Prioritize companies by IT budget allocation
- Identify companies renewing IT services contracts



COMPANY ANALYZER

- Connect using real-time profiles and data on target companies
- Quickly understand your prospects and the principal challenges they face
- Discover a company's IT spending plans for 2022
- Learn who the key individuals are before you contact your prospect
- Discover the IT service contracts and vendors that your prospect is engaged with

IT Sales Prospector: Market Data

Prospect Identification

With IT spend profiles on over 300,000 companies, sophisticated filters allow you to find the prospects that match your capabilities

DETAILS

Frequency: Quarterly updates

Measures

- Over 20 metrics
- Revenues, employees, profit, assets
- IT spend across over 25 segments
- Companies with upcoming contract renewals

Industries

- Over 700 industries
- Nearly 400 industries with in-depth coverage

Coverage

- Partnership with Dun & Bradstreet providing access to top-level information on over 850,000 companies
- IT profiles on over 300,000 enterprises providing detailed spend predication on over 25 technology segments
- IT services contract tracking, allowing identification of prospects with upcoming renewals
- Ability to filter and identify companies based on unparalleled array of filters

Regions

- Asia Pacific ~ 250,000
- Europe ~ 250,000
- Middle East/ Africa ~ 50,000
- North America ~ 250,000
- South/Central America ~ 50,000

Company Profiles

Rapid access to company insight for sales detailing business, IT profile and contracts details

DETAILS

Frequency: Ongoing

Measures

- Company snapshot
- SWOT analysis (top enterprises)
- Financials
- News/updates
- IT spend profile (quarterly updates)
- IT services contracts (monthly updates)

Coverage

- Latest data pulled from Dun & Bradstreet through APIs combined with contract information and IT profile details to create a custom report
- Search for specific company by name or use prospect lists to identify targets
- View ultimate parent and parent-child subsidiaries

IT Sales Prospector: Accelerate Prospects

IT Sales Prospector

Designed to meet the requirements of technology vendors, IT Sales Prospector blends Omdia's proprietary IT datasets with the latest company and industry information. It identifies organizations that match your target profile, quickly understand them and the challenges they face.

IT Sales Prospector enables you to:

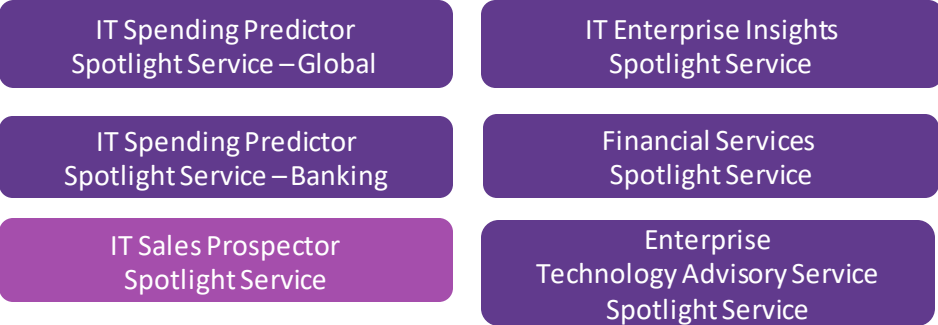
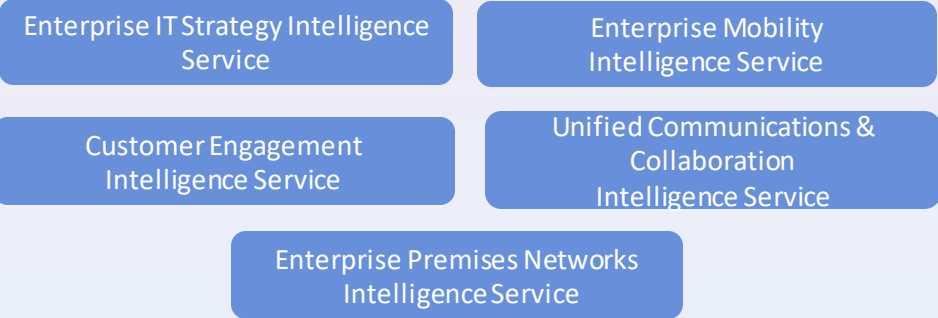
- **Quickly understand your prospects** and the opportunities and challenges they face
- Learn who the **key individuals** are before engaging
- Discover a company's **IT spending plans for 2023**
- **Generate company target lists** for distribution across your sales teams
- **Prioritize companies by IT budget** allocation
- **Explore a company group** with its complete organizational listing
- Understand the **dynamics and trends of over 700 industries**

COMPANY NAME	IT Budget	Industry	Country	Revenue	Employees	IT Spend
WALMART STORES INC.	\$14,000.00	Wholesale Clubs & Supercenters	United States	\$440,273.00	2,382,000	\$1,910.00
WELLS FARGO	\$12,000.00	Wireless Telecommunications Equipment Manufacturing	United States	\$229,274.00	123,000	\$1,200.00
BERKSHIRE HATHAWAY INC.	\$11,000.00	Investment Firms	United States	\$220,000.00	200,000	\$1,500.00
INDUSTRIAL AND COMMERCIAL BANK	\$1,000.00	Bank & Credit Unions	China	\$100,000.00	100,000	\$1,000.00
AMERICAN CHANG & CO.	\$1,000.00	Bank & Credit Unions	United States	\$100,000.00	100,000	\$1,000.00
UNIVERSITY OF PHOENIX	\$1,000.00	Healthcare Centers	United States	\$100,000.00	100,000	\$1,000.00
BNP PARIBAS	\$1,000.00	Bank & Credit Unions	France	\$100,000.00	100,000	\$1,000.00
WELLS FARGO & COMPANY	\$1,000.00	Bank & Credit Unions	United States	\$100,000.00	100,000	\$1,000.00
BANK OF AMERICA CORPORATION	\$1,000.00	Bank & Credit Unions	United States	\$100,000.00	100,000	\$1,000.00
CHINA CONSTRUCTION BANK CORP.	\$1,000.00	Bank & Credit Unions	China	\$100,000.00	100,000	\$1,000.00
AT&T INC.	\$1,000.00	Telecommunications Services	United States	\$100,000.00	100,000	\$1,000.00
BOURNE BROTHERS	\$1,000.00	Bank & Credit Unions	France	\$100,000.00	100,000	\$1,000.00
QINGDAO INC.	\$1,000.00	Bank & Credit Unions	United States	\$100,000.00	100,000	\$1,000.00
BANK OF CHINA LIMITED	\$1,000.00	Bank & Credit Unions	China	\$100,000.00	100,000	\$1,000.00
BANK OF GUANGDONG	\$1,000.00	Bank & Credit Unions	China	\$100,000.00	100,000	\$1,000.00
WALMART STORES INC.	\$1,000.00	Bank & Credit Unions	Spain	\$100,000.00	100,000	\$1,000.00
HSBC HOLDINGS PLC	\$1,000.00	Bank & Credit Unions	United Kingdom	\$100,000.00	100,000	\$1,000.00
VAROON COMMUNICATIONS INC.	\$1,000.00	Wireless Telecommunications Services	United States	\$100,000.00	100,000	\$1,000.00
GREY ANTOUR SA	\$1,000.00	Bank & Credit Unions	France	\$100,000.00	100,000	\$1,000.00
BANK OF AMERICA	\$1,000.00	Investment Firms	Japan	\$100,000.00	100,000	\$1,000.00
TOYOTA MOTOR CORPORATION	\$1,000.00	Automotive Manufacturing	Japan	\$100,000.00	100,000	\$1,000.00

Related Content: Enterprise Technology Service Area Coverage



Service Area Package: Enterprise Technology



About Omdia’s Enterprise Technology Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

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- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

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Thank you

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