



Request for Information

Question	Additional Instructions	Response (In some cases an example has been provided)
Vendor Overview		
Company name?		DiscoverOrg, LLC
HQ address?	City, State/Province/Country	3312 East Fourth Plain Blvd. Suite 103 Vancouver, WA
Office locations?		
Main phone number?		800-914-1220
Product name(s)?	List all of your BI products.	Discovery Database, DiscoverGOVT, DiscoverOrg Database
Sample lists for review?		You will have full access to our sample database which includes 10 randomly selected companies. This sample will orientate you on how the database functions and exactly how to search, categorize, import and export.
Overview		
Core product(s)?	Please note the product name(s) (again) of the product(s) that you will focus on for the remainder of this RFI.	<ul style="list-style-type: none"> ✓ An IT focused, online database of Profiles on Fortune 2000 companies, State. Local, Federal Agencies and Universities ✓ Over 55,000 contacts in over 2400 companies in the United States (and growing everyday) ✓ Names/Titles/Direct Dial Phone Numbers/E-Mail Addresses/Organizational Charts/Background IT Intelligence ✓ On-line Platform, real-time updates ✓ Easily Create Micro-Targeted campaigns; database allows you to sort by Company, Industry, Management Category, Functional responsibility, State and Revenue ✓ Searchable database ✓ Listing of technologies used at the company – including ERP Systems, Servers, Information Security Products etc. ✓ Direct Links to IT Articles and IT jobs, specific to the company you are searching for ✓ Direct link to LinkedIn profiles so you can connect directly with the prospective customer. ✓ Downloadable/Exportable Database ✓ Proprietary information that is not available anywhere else. All information is collected in-house ✓ DiscoverGOVT – over 14,000 contacts on Federal, State, and Local Governments and Universities.
How is list information gathered and qualified?	How often is data updated? Is there a list guarantee? (i.e. 20% of lists are out of date, will replacements be made?)	<ul style="list-style-type: none"> ✓ ✓ We guarantee, in writing that at least 90% of our data is accurate ✓ Every contact is checked at-least once every 90 days ✓ An on-line “fix me” button allows you to quickly contact



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		<p>us if a discrepancy is found. We guarantee that contact will be updated with-in 3 days</p> <ul style="list-style-type: none"> ✓ We add 40-60 companies and over 2000 contacts every month. ✓ All information is gathered In-house through a team of analysts ✓ We do not license any data, we do not use google bots or spider crawls to gather data ✓ As part of a full subscription our clients have access to all updated and added information
How do you break down geographical areas?	By zip code? Region?	<ul style="list-style-type: none"> ✓ Geographical areas can be broken down by Zip Code, State, and City
What parameters can be searched?	Once a search is returned are all results counted toward record download number or can you further downsize list before downloading?	<ul style="list-style-type: none"> ✓ Our clients can sort by Company, Industry, Title Categories (functional area – i.e. application development, information security etc, Management Categories, Zip-Code, Revenue, Technologies used (i.e. SAP, Oracle etc), and number of Employees
How is your system accessed?	Once a list is built where is it stored? Can we download into CSV format?	<ul style="list-style-type: none"> ✓ The system is web-based. Our clients have their own individual access codes that allow them to log-on and import/export an unlimited amount of times for an unlimited amount of users ✓ Lists can be downloaded and stored in CSV, XLS, TXT and Salesforce.com optimized formats
Do you integrate with any CRM Systems?	Does list have import/export capability to input to CRM/ATS systems? If capability exists to integrate with other CRM/ATS systems, is this an extra cost for the vendor system?	<ul style="list-style-type: none"> ✓ Most CRM and staffing systems integrate with CSV, XLS or TXT formats ✓ The import/export function is included as part of a full subscription ✓ You will also have access to a salesforce.com optimized export.
Demo available?	Would you be willing to provide us with a demo of your current product?	<p>After a brief phone call with one our account representatives, we will set you up with live access to our online platform and contacts so that you can see for yourself why we are head and shoulders above our competition.</p>
Who are your competitors?	What features separate you from them?	<p>There are several different data information firms that offer certain parts of our service. But you will not find another service that offers everything. Our service is essentially a “one stop shop”, but more dynamic and intuitive than our competitors. These are the key features that separate us from our competitors:</p> <ul style="list-style-type: none"> ✓ Written Guarantee for accuracy ✓ Searchable database ✓ Real-Time updates ✓ Import/Export Function in CSV and Salesforce Optimized formats ✓ Background IT intelligence and information ✓ In-House information gathering



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		<ul style="list-style-type: none"> ✓ Links to company web-sites, LinkedIn, current IT articles and jobs ✓ Organizational Charts ✓ Depth of Information ✓ Don't waste your time on outdated mailing lists of IT Managers or IT Directors, our service gives you comprehensive access to a large universe of IT Decision Makers that is up-to-date accurate and continually updated
Is there a limit of downloads?		<ul style="list-style-type: none"> ✓ A full subscription will allow you unlimited views, downloads and users
How much financial data of a company can a vendor system provide?		<ul style="list-style-type: none"> ✓ All of the financial data that we provide is gathered directly from annual reports issued by each individual company
Can you build target lists by revenue size or number of employees?		Our database can be queried using revenue amount and number of employees as well as industry, functional responsibility, and management level.
Information Breakdown		
What kind of information is provided?	Name, Title, phone, fax, email address? Websites? Company data such as revenue, industry etc? What is the market position of this lead?	<ul style="list-style-type: none"> ✓ We provide names, titles, direct dial phone numbers, e-mails, organizational structures, and background IT intelligence ✓ Each contact has a direct link to the respective individuals e-mail and company web-site ✓ Each contact directly links into an existing LinkedIn account for that contact giving you access to valuable background information on the contacts
What is the typical number of system updates/releases per year?		<ul style="list-style-type: none"> ✓ We add 40-60 companies and over 2000 contacts per month ✓ We update every contact in our database at least once every three months
Does your data provide links or cross references to social net working sites?		<ul style="list-style-type: none"> ✓ There are direct links to LinkedIn and to current IT articles and IT job openings
Does system provide url link to company web sites?	Does system provide email url based on the ability to identify email naming convention?	<ul style="list-style-type: none"> ✓ There is a direct url link to company web sites ✓ Every contact has a verified email address ✓ DiscoverOrg has developed proprietary software that checks the email addresses of all the contacts in the database.
Do you provide emails with standard lists or is that a separate purchase?		<ul style="list-style-type: none"> ✓ E-mail addresses are provided in the contact information as part of a full subscription



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What data fields are searchable?		<ul style="list-style-type: none"> ✓ All data fields are searchable
Pricing and Agreement		
What is the term of agreement? Are updates provided during the term of agreement?		<ul style="list-style-type: none"> ✓ Annual Subscription ✓ No Hidden Fees ✓ All updates and added information are included in the subscription
What are the contract terms for cancellation is system not meeting needs?		If at any time you find the contacts in the database not to be at least 90% accurate and we cannot get the data to that point within 30 days, you are given a prorated refund of your subscription fee
Are there credits for data downloaded and no longer correct?		If you ever find a contact that is no longer at the company we will have an update to you within 2 business days. We are adamant and obsessive about quality.
Value Add/ Additional Services		
Do you support technology for eMail campaigns?		<ul style="list-style-type: none"> ✓ The export function is very user friendly and allows e-mail campaigns to be organized quickly and easily ✓ Our database also exports names by First Name and Last Name, making it easy to do a personalized mailer to your prospective customers.
What value add services do you provide besides data?	White papers? Knowledge library?	<ul style="list-style-type: none"> ✓ We provide organizational charts that are easily exportable and printable and give our clients an idea of how prospective companies are structured ✓ Direct links to current IT articles and IT jobs ✓ Direct link to LinkedIn ✓ Background IT intelligence including technologies used, hardware/software background etc.
Can you give details as to the data that would be specific to IT?	Is there any IT specialty service you provide? Hardware, Software used? CIO, CTO names? What other specialties/industry info do you provide?	<ul style="list-style-type: none"> ✓ The entire database is IT focused ✓ We provide information on hardware and software used ✓ Our data begins at the CIO level and goes two levels below the CIO – this is our focus ✓ We also provide the C-Level Suite contacts
Are telemarketing services provided?	If so, what type of tracking mechanisms are used?	No- We Provide the Information ...You make the Sale
Training, Service & Support		
Training?	What type of initial and on going training is available?	<ul style="list-style-type: none"> ✓ We offer an initial training session for all new clients as well as continual training upon request as part of the annual subscription
Competitive Advantage?	What is your competitive advantage over your competitors?	<ul style="list-style-type: none"> ✓ We're different because we don't scour the internet or integrate publicly available lists to create our database



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		<ul style="list-style-type: none"> ✓ We have a written quality guarantee ✓ Easily exportable ✓ The entire database is searchable ✓ Have a specific contact or company that you are looking for? No problem, just let us know and we will put it on our priority list. ✓ We focus on quality and we're obsessive about it – don't waste your time with vendors who can't guarantee quality your sales and marketing team will just get deflated with bad
Referrals	Do you have two or three clients we can contact for a referral?	Yes, we have dozens of satisfied customers you are getting incredible ROI on their purchase – just let us know and we'll get you the contact information