



Next Generation Data for all your marketing activities

About Us

Datnex is a team of handpicked technology marketers who breathe technology. Our mission is to enable companies with targeted market intelligence information. We provide you the ability to get the complete contact information including name, email, phone etc. of the current users as well as the decision makers.

Whether it is Software, Hardware, Cloud, Networking or web based technology we have the user intelligence for almost all the noteworthy technologies ranging from Legacy Systems to Emerging Technologies with almost 13,000+ categories for you to pick from. This information is definitely what you need to get the opportunities flowing in and big sales targets met.

Our Services

- 1. Technographics Database:** With more than 13,500 products and technologies mapped with the tech user information we can offer tech-installs for almost all technologies/products/versions. All contacts are the decision making titles. No non-IT contacts or lower level job titles. The Technographics database can be customized as per the country, state, location, region, job titles, company sizes, revenue, employees, industry, SIC codes etc.
- 2. Technology install append:** We match your in-house MHA (must have accounts) file and append technology usage by the companies.
- 3. Contact Appending:** We can append/add any specified job titles to your Accounts file with complete contact information from any specific location.

Our Services

4. Data Cleansing: We can clean your on-house file by removing any bad/invalid/obsolete contacts or contact information and adding net new contacts to the file to increase its effectiveness in the marketing campaigns.

5. MSP Database: If you are looking for new partners/channel partners or resellers, our comprehensive MSP database mapped with the partner specialties and specific products is all that you need to reach out and connect. Our MSP database is further classified into categories like: CSPs (Cloud Service Providers), MSSPs (Managed Security Service Providers), VARs, Resellers for any specific product, Technology Partners, ISVs, System Integrators, OEMs etc. All of them separated out by the specific technology they specialize in.

Free AMC with the database projects: We provide a free AMC (annual maintenance contract) for the data for one complete year. 1 refresh per quarter. Data goes bad at the speed of 7% per month. We will ensure all outdated contacts are replaced and cleansed every quarter in order make this list usable for a complete year. Also with each refresh we will be adding 10-15% free extra contacts within your criteria.

Information Fields

1. Contact Full Name (First, Middle and Last name in separate columns as well)
2. Job title
3. Department
4. Email Address (No generic email addresses like info@ or sales@ etc. Only personalized business email addresses. **Also no Gmail/yahoo/aol etc.**)
5. Phone number (More than 80% direct lines)
6. Company name
7. Web address
8. Technology usage (As per the specific vendor/product/platform currently being used)
9. Complete physical address (separated by Street, City, ZIP, State, Country) for HQ
10. Complete physical address where the person is located (office)
11. Industry Vertical (Primary industry the company belongs to)
12. SIC Code
13. NAICS Code
14. Revenue of the company
15. Employee size of the company
16. DUNS # of the company wherever available
17. LinkedIn handles/links (On request)

Please note: Apart from the above fields we can also provide any additional fields (subject to the request and availability)

WHY CHOOSE US?

Account Demographics

Small, Medium as well as Enterprise level companies covered.

Expert Marketing Consultation

Utilize our Expert Marketing Consultants for suggestions on your target audience.

Periodic Data Refresh

Data is refreshed every 45 days.

Geographical Coverage

We help companies expand globally, tap new markets and add customers.

Customizable Options

Filters can be applied on each data set as per the availability.

Latest Trends in IT

We keep an eye out for the new technologies by thousands of vendors and industry trends to enhance our data with the same speed.

Support Mechanism

Dedicated Executives for pre and post sale support.

Technographic source

The information on the technology usage for the companies is first gathered through the below sources:

- User group communities
- Product/technology specific user conferences and trade shows
- Magazine subscriptions
- Online surveys
- B2B portals
- Technology specific job portals and postings
- Job specifications and areas of expertise in the current job role in LinkedIn profile description.

Once this information is collected for the suspect data of a particular company using a particular product technology, it is then run through our call center to auto-out dialers and the reps verify the information. For the companies that they are able to verify the information is retained and the rest are eliminated from the list.

Now we are left with the list of companies using a particular product. This list is then mapped with our master B2B Database of 48 Mil contacts to pull out the relevant titles from those companies. This is also the reason why we can customize the list for you as per your specific job titles you would want to go after.

Verification process: The list goes through three verification checks:

1. Email Verification
2. Phone Verification
3. Social Media Verification

Frequency of updates: The database gets updated once in 45 days and is an ongoing process. As a quality check process we re-verify the database prior to list delivery once the criteria is confirmed so that all the bad names and addresses are eliminated to ensure higher deliverability and performance.

MSP Data source

We have a backend team responsible for sourcing and maintaining the database, who manually check each and every Service Providers company's website to verify whether the company is Service Provider or not. After confirming that the company is Service Provider, we check the specialties and specific products they are partnered with. We separate them out by the specific technology they are specialized in. After that we classify Service Providers database into categories like:

- MSPs (Managed Service Providers)
- MSSPs (Managed Security Service Providers)
- CSPs (Cloud Service Providers)
- VARs (Value Added Resellers) or Resellers for any specific product.
- OEMs (Original Equipment Manufacturers)
- Sis (System Integrators)
- ISVs (Independent Software Vendors) etc.

They can also be categorized based on –

1. Industry- Based on the verticals/industry they serve.
2. Location- Based on the locations you are looking for, Covering NA, EMEA, APAC and LATAM.
3. Specialization- Based on the Specialization they are into and the technologies they are partnered with

How Datnex can help

- 21 Different data attributes majorly containing **email address, phone numbers, Person LinkedIn, Company LinkedIn, Company Facebook, Company Twitter.**
- **Multiple touchpoints** to reach your potential customers
- **Realtime users** of your competitors products to whom you can approach with your better solutions
- An **Annual Maintenance** which is absolutely free of cost for one complete year from the day we sign the contract, in which we get back to you on a Quarterly basis to replace any bad contacts within the file.
- You will also receive a dedicated account manager.

Payments terms, File delivery timeline, ownership and file delivery format

Data fields/Intelligence: Contact name, job title, email address, phone numbers, company name, website, revenue & employee size, technology usage (including industry and physical address)

Deliverability Guarantee: We guarantee 100% on the accuracy of the data, 95% and above on email deliverability, 95% and above on phone accuracy. Failing which we will provide replacement for all bad/invalid contacts in 48 business hours or contact credit for same/different criteria.

Payment terms:- immediate payment terms.

File delivery: it will take 4-5 working days to delivery the file once we received the signed copy of SOW and contract.

File delivery format: excel spreadsheet format or .csv or any other desire format which supports your internally marketing automation tool.

Data Verification: Though each record is touched once in every 30 days, we will re-verify the data again before the final delivery to make sure that data reaches to you at best quality.

Ownership Rights: List will be delivered to you with ownership rights for your unlimited usage.

Some of our Happy Clients

ORACLE®

opentext™

Lenovo

quadient

EPICOR

Malwarebytes

NETGEAR

nextiva

EASYVISTA™

INNOVAPPTIVE



BPD ZENITH

2Ship

daisee

ACQUIA

Appreciate your time😊

any questions?