

# Aberdeen Technology Data Cloud Data Dictionary

A guide to understanding the scope and value of the  
Aberdeen data set.

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# Table of Contents

Executive Summary.....	2
Content Details.....	3
Site Description:.....	3
Site Description continued: .....	4
Additional European Information: .....	4
Additional European Information continued:.....	5
Site Contacts: .....	5
Site Contacts continued: .....	6
Presence Install: .....	6
Presence Install continued: .....	7
Install Likelihood: .....	8
IT Spend: .....	10
Technology Totals:.....	11
Product Install: .....	11
Product Specifications:.....	12
Business Initiatives: .....	12
Purchase Likelihood Score: .....	14
Vendor Prospect Score:.....	15
Site-Level Enterprise:.....	15
Other Information .....	17
Client-Defined Data:.....	17
Client Description:.....	18
Dynamic:.....	18
Dynamic continued: .....	19
Appendix A .....	23
Contact Role Codes:.....	23
Appendix B - Standard Deliverables .....	25
Site Intelligence File Layout: .....	25
Contact File Layout: .....	32
Business Contact File (Enhanced and Basic) Layout: .....	33
Technical Support .....	37
Restrictions on Use:.....	37

# ATDC 2017

## Executive Summary

### Methodology

The Aberdeen Technology Data Cloud (ATDC) research methodology has been honed over 40 years of data collection. Trained research assistants complete interviews each month to ensure that the database is as fresh as possible. The database provides coverage across all industries and company sizes. Aberdeen Group ATDC also leverages inferred content across 20 technology areas ranging from total installed PCs to the likely presence of WAN. This intelligence enables Aberdeen Group to develop scores through statistical modeling and application of data obtained that is then provided within the ATDC. From single-location companies to Fortune 1000 enterprises, we seek the business locations, or “sites”, which have future IT purchases, and the decision makers who have the influence and authority driving the purchase of significant technology installations. Respondents to ATDC’s syndicated interviews are IT professionals who are knowledgeable about the technology present at their locations. In each applicable section, all spend numbers are in local currency.

### Five Topic Areas

ATDC 2017 business intelligence content is centered around Five Topic Areas:

- **Hardware** – Servers, PCs and Printers
- **Software** – DBMS, ERP/CRM, Disaster Recovery, Security
- **Storage** – Both the storage devices and the associated management software
- **Networking** – Network LAN equipment and IP-centric software and services
- **Telecom** – Both voice and data platforms and services

Additionally, outsourced services to third party vendors are identified across all Topics.

### Business Intelligence Sections

The content in the Five Topic Areas are segmented into the Business Intelligence sections listed below. More information can be found on each category in the *Content Details* section of this document. Note that most marketing activity will be centered on the Presence and Products categories for list generation and market analysis.

- **Site Description** – Location’s business address and industry information.
- **Site Contacts** – Names of location’s technology and business decision makers.
- **Presence Install** – Indicates the presence of technology items.
- **Install Likelihood** - Modeled scores that indicate a sites’s likelihood to have the specific technology installed.
- **Competitive Install** – Manufacturers across 50 unique technology products.
- **Product Install** – A summary of vendor / product information installed.
- **Product Specifications** – Detail surrounding the vendors / products installed.
- **Technology Totals** – Estimates of the overall IT and communication technology already being used at the location.
- **IT Spend** – Each site’s estimated amount of annual spend for various IT categories.
- **Business Initiatives** – Flags activated ninety (90) days after the associated initiative has been discovered.
- **Purchase Likelihood** – Modeled scores that indicate a sites’s likelihood to purchase the specific technology.
- **Site-Level Enterprise** – Information about technology totals in a site’s parent organization.

### Decision-Maker Contacts

Knowing who to address your sales and marketing programs to is absolutely critical. Sites in ATDC include technology and business decision-makers and influencers. Contacts are grouped by their function – meaning the role they hold at their company – but their title and business email address are also provided, giving the maximum flexibility for targeting the right contacts. With more than five million contacts world-wide, ATDC provides the most IT-centric telemarketing, direct mail or email campaign lists available.

# ATDC 2017

## Content Details

### Site Description:

The Site Description section provides general information about a site, such as the company's name, business address, and industry information. This information is commonly used for direct mail and telemarketing efforts in combination with the Site Contacts section of the database.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	75	COMPANY	Company Name
3	A	40	ADDRESS	House/Industrial Name - (Europe Only)
4	A	40	STREET	First Street Address
5	A	40	STREET2	Second Street Address
7	A	34	CITY	Physical City
8	A	2	STATE	Physical State
9	A	10	ZIPCODE	Physical ZIP Code
10	A	3	ZIPSECTOR	USPS Zip Sector
11	A	40	STREET_MAIL	Mailing Street Address
12	A	34	CITY_MAIL	Mailing City
13	A	2	STATE_MAIL	Mailing State
14	A	10	ZIPCODE_MAIL	Mailing ZIP Code
15	A	14	COUNTRY	Country
16	A	2	COUNTRY_CODE	Standard Country Code
17	A	13	CONTINENT	Continent
18	A	3	AREA_CODE	Area Code
19	A	20	PHONE	Phone Number
20	A	20	FAX	Fax Number
21	N	6	EMPLE	Site Employees
22	N	6	REVEN	Estimated Revenue (in millions)
23	N	6	SALESFORCE	No. of Sales Employees
24	N	6	MOBILE_WORKERS	No. of Mobile Employees
25	A	3	MOBILE_INTL	No. of Employees that Travel Internationally
26	A	3	FISCL	Ending Month of Fiscal Year
27	A	4	YEAR_EST	Year Company was Established
28	A	50	HOMEPAGEURL	URL Address of Site's Home Page
29	A	3	CHANNEL_FLAG	Identified as a Channels Database Site
30	A	6	SICGRP	SIC Group
31	A	12	SICSUBGROUP	Industry Sub-Group Description
32	A	12	SICVERTICAL	Vertical Industry Group Description
33	A	2	SIC2_CODE	2-digit SIC Code
34	A	50	SIC2_DESC	The description for the 2-digit SIC Code
35	A	3	SIC3_CODE	3-digit SIC Code
36	A	50	SIC3_DESC	The description for the 3-digit SIC Code

**Site Description continued:**

Field Order	Field Type	# of Char.	Field Name	Short Definition
37	A	4	SIC4_CODE	4-digit SIC Code
38	A	50	SIC4_DESC	The description for the 4-digit SIC Code
39	A	3	NAICS3_CODE	3-digit NAICS Code
40	A	50	NAICS3_DESC	3-Digit NAICS Code Description
41	A	6	NAICS6_CODE	6-Digit NAICS Code
42	A	50	NAICS6_DESC	6-Digit NAICS Code Description
43	A	7	GOVTLEVEL	Government Level
44	A	5	COUNTY	County Code
45	A	20	COUNTY_NAME	County Name
46	A	20	COUNTY_PROVINCE	Physical County-Province
47	A	6	REGION	Region
48	A	8	SUBREGION	Sub-Region
49	A	3	CMSA	CMSA Code
50	A	3	MAJORMET	Major Metro Code
51	A	20	MAJMETRO_NAME	Major Metro Name
52	A	5	MSA	MSA Code
53	A	3	METRO	Metro Code
54	A	20	METRO_NAME	Metro Name
55	A	3	LATA	LATA Code
56	A	20	LATA_NAME	LATA Name
57	A	7	ZIPLONG	ZIP Centroid Longitude
58	A	7	ZIPLAT	ZIP Centroid Latitude
59	A	10	LONGITUDE	Blockface Longitude
60	A	9	LATITUDE	Blockface Latitude
61	A	11	CLLI	CLLI Code
62	A	4	TELCO	Telco Code - Also known as OCN code
63	A	24	TELCO_NAME	Serving TELCO company name
64	A	3	LANGUAGE	Language Spoken
65	A	14	BRAZILTAX	Brazilian Tax Code

**Additional European Information:**

This section contains European-specific information such as NACE, NUTS and VAT codes.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	N	6	SITES_IN_COUNTRY	No. of Sites in Country
3	N	9	EMP_INCO_INCNTRY	No. of Employees in Company/Country
4	N	6	PC_IN_COUNTRY	No. of PCs in Company/Country
5	A	11	PREFERRED_WAN_PROVIDER	Preferred WAN Provider
6	A	20	REG_CODE	Company Registration Number
7	A	5	NAF_CODE_REV2	Revision 2 NAF Code
8	A	3	NUTS2_CODE	Europe NUTS Level 2 Code
9	A	50	NUTS2_DESC	Europe NUTS Level 2 Description

**Additional European Information continued:**

Field Order	Field Type	# of Char.	Field Name	Short Definition
10	A	4	NUTS3_CODE	Europe NUTS Level 3 Code
11	A	50	NUTS3_DESC	Europe NUTS Level 3 Description
12	A	10	NUTS4_CODE	Europe NUTS Level 4 Code
13	A	50	NUTS4_DESC	Europe NUTS Level 4 Description
14	A	2	TURNOVER_CODE	Turnover Qualifier Code
15	N	12	TURNOVER_LOCAL	Annual Turnover in Millions of Local Currency
16	N	12	TURNOVER_EUROS	Annual Turnover in Millions of Euros
17	A	20	VAT_CODE	VAT Code
18	A	1	NACE1_CODE	1-digit NACE Code
19	A	122	NACE1_DESC	1-digit NACE Code Description
20	A	2	NACE2_CODE	2-digit NACE Code
21	A	127	NACE2_DESC	2-digit NACE Code Description
22	A	4	NACE3_CODE	2-digit plus 1 dot-extension NACE Code
23	A	50	NACE3_DESC	NACE3 Code Description
24	A	5	NACE4_CODE	2-digit plus 2 dot-extension NACE Code
25	A	136	NACE4_DESC	NACE4 Code Description
26	A	4	ENT_NACE3_CODE	Rollup on NACE3 code for the Enterprise
27	A	50	ENT_NACE3_DESC	Description of the NACE3 code for the Enterprise

**Site Contacts:**

Aberdeen Group captures up to 25 IT and Business contacts and categorizes them into Functional Groups. These Functional Groups reflect the department or area that the associated person is responsible for, indicating that the person performs business activities related to that area or has some influence over the business decisions for that department

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	6	CONID	Contact ID
3	A	30	HONORIFIC_TITLE	Honorific Title (Europe Data Only)
4	A	10	PREFIX	Contact's Prefix
5	A	20	FIRST	Contact's First Name
6	A	20	MIDDLE	Contact's Middle Name
7	A	25	LAST	Contact's Last Name
8	A	3	SUFFIX	Contact's Suffix
9	A	50	TITLE	Business Card Title
10	A	75	COMPANY	Company Name
11	A	40	ADDRESS	House/Industrial Name-1st Address (Europe Only)
12	A	40	STREET	Physical Street Address 1
13	A	40	STREET2	Physical Street Address 2 (Europe Only)
14	A	20	COUNTY_PROVINCE	County/Province Name (Europe Only)
15	A	34	CITY	City / Town
16	A	2	STATE	State
17	A	10	ZIPCODE	ZIP / Postal Code
18	A	14	COUNTRY	Country

**Site Contacts continued:**

Field Order	Field Type	# of Char.	Field Name	Short Definition
19	A	2	COUNTRY_CODE	2-Letter Standard Country Code (ISO 3166-1)
20	A	20	PHONE	Phone
21	A	64	FUNCTIONS	Contact's Functions *
22	A	3	LANGUAGE	Language Spoken (Europe Data Only)
23	A	255	EMAIL	The Contact's business email address

\*See Appendix A for list of contact functions.

**Presence Install:**

The Presence Install section indicates the presence of the described technology being used at the site. A "Yes" flag is given to each site to indicate the presence of the specified technology, hardware or software in use. Presence Install flags are commonly used to refine the target audience for marketing lists based upon installed technology that are either complementary to, or dependent upon, the marketed product.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	3	DESKTOP_VIRTUALIZATION_PRES	Desktop Virtualization
3	A	3	DESKTOP_3YR_PRES	Desktop PCs are more than 3 years old
4	A	3	LAPTOP_3YR_PRES	Laptop PCs are more than 3 years old
5	A	3	IBM_MIDRANGE_PRES	IBM Compatible Midrange Servers
6	A	3	UNIX_RISC_SVR_PRES	Unix Servers
7	A	3	IBMPCM_PRES	IBM Compatible Mainframe
8	A	3	COLOR_PRINTER_PRES	Color Printers
9	A	3	MULTIFUNCTION_PRINTER_PRES	Multifunction Printers
10	A	3	HIGHVOLUME_PRINTER_PRES	High Volume Printer
11	A	3	UPS_PRES	Uninterruptible Power Supply (UPS)
12	A	3	OUTSOURCE_SERVER_MAINT_PRES	3rd Party Server Maintenance
13	A	3	OUTSOURCE_HARDWARE_MAINT_PRES	3rd Party Hardware Maintenance
14	A	3	OUTSOURCE_DATACENTER_MGMT_PRES	3rd Party Data Center Management
15	A	3	OUTSOURCE_HARDWARE_SERVICES_PRES	3rd Party Hardware Services
16	A	3	STORAGE_VIRTUALIZATION_PRES	Storage Virtualization
17	A	3	OUTSOURCE_DISASTER_RECOVERY_PRES	3rd Part Disaster Recovery
18	A	3	OUTSOURCE_STORAGE_MGMT_PRES	3rd Party Storage Management
19	A	3	PBX_PRES	Phone System
20	A	3	UNIFIED_COMM_SERVICE_PRES	Unified Communication Service (UCS)
21	A	3	CALLCENTER_PRES	Call or Contact Center
22	A	3	HANDSET_SMARTPHONE_PRES	Handset or Smartphone
23	A	3	CELL_DATASERVICE_PRES	Site's Mobile Service (Incl. Data Features)
24	A	3	OUTSOURCE_PHONE_MAINT_PRES	3rd Party Phone System Maintenance
25	A	3	NETWORK_LINE_PRES	Network Lines
26	A	3	VIDEO_CONF_SERVICE_PRES	Video Conferencing Services
27	A	3	SWITCH_PRES	Network Switch
28	A	3	VPN_PRES	Virtual Private Network (VPN)



**Presence Install continued:**

Field Order	Field Type	# of Char.	Field Name	Short Definition
29	A	3	NETWORK_SERVICE_PRES	Network Services, (MPLS, ATM, etc.)
30	A	3	SONET_PRES	SONet Network Service
31	A	3	OUTSOURCE_LAN_SERVICES_PRES	3rd Party LAN Management Services
32	A	3	OUTSOURCE_FIREWALL_MAINT_PRES	3rd Party Firewall Services
33	A	3	OUTSOURCE_IDS_MAINT_PRES	3rd Party Intrusion Detection Services
34	A	3	OUTSOURCE_WAN_SERVICES_PRES	3rd Party WAN Management Services
35	A	3	ASSET_MGMT_SW_PRES	Asset Management Software
36	A	3	ENTERPRISE_MGMT_SW_PRES	Enterprise Management Software
37	A	3	IDACCESS_SW_PRES	ID/Access Software
38	A	3	APPLICATION_SERVER_SW_PRES	Sever Computing Software
39	A	3	BUSINESS_INTEL_SW_PRES	Business Intelligence (BI) Software
40	A	3	COLLABORATIVE_SW_PRES	Collaborative Software
41	A	3	CRM_SW_PRES	CRM/SFA Software
42	A	3	DOC_MGMT_SW_PRES	Document Management Software
43	A	3	APP_CONSOLIDATION_SW_PRES	Application Consolidation or EAI Software
44	A	3	ERP_SW_PRES	Enterprise Resource Planning (ERP) Sw.
45	A	3	ACCOUNTING_SW_PRES	Accounting Software
46	A	3	HUMAN_RES_SW_PRES	Human Resource Software
47	A	3	SUPPLY_CHAIN_SW_PRES	Supply Chain Management Software
48	A	3	WEB_PORTAL_SW_PRES	Web Services Software
49	A	3	DBMS_PRES	Database Management Software (DBMS)
50	A	3	DATAWAREHOUSE_SW_PRES	Data Center or Data Warehouse Software
51	A	3	SW_AS_A_SERVICE_PRES	Software-as-a-Service (SaaS) Software
52	A	3	SW_AS_A_SERVICE_ERP_PRES	Software-as-a-Service (SaaS) ERP Sw.
53	A	3	SW_AS_A_SERVICE_CRM_PRES	Software-as-a-Service (SaaS) CRM Sw.
54	A	3	SW_AS_A_SERVICE_STORAGE_PRES	Software-as-a-Service (SaaS) Storage Sw.
55	A	3	SW_AS_A_SERVICE_EMAIL_PRES	Software-as-a-Service (SaaS) Email Sw.
56	A	3	SW_AS_A_SERVICE_OTHER_PRES	Software-as-a-Service (SaaS) Software
57	A	3	GOOGLE_APP_PRES	Google Applications, (non-web searching)
58	A	3	DEVELOPMENT_SW_PRES	Application Development Software
59	A	3	WORKFLOW_SW_PRES	Workflow Software
60	A	3	SECURITY_SW_PRES	Security Software
61	A	3	GROUPWARE_SW_PRES	Groupware Software
62	A	3	ECOMMERCE_PRES	e-Commerce via the Internet
63	A	3	OUTSOURCE_SW_SERVICES_PRES	3rd Party Software Services

**Probability Scores**

Leveraging over 40 years of experience in the B2B technology market, Aberdeen Group has developed a series of scores that predict the likelihood that a specific technology is present or planned at a business location. These scores are based on Aberdeen Group's quantity and depth of technology installations, planned purchases and business initiatives throughout the United States and Canadian markets. Marketing departments may improve their marketing ROI by aligning marketing resources with the most profitable segments of the market for their product or service. Each score is divided into 5 tiers, (1 – 5), with 5 being the highest tier that predicts the locations most likely to have the install or be in the purchase cycle of the stated category.



**Install Likelihood:**

The Installation Likelihood Score (ILS) is an indicator that a given business location has a specific technology installed at that location. ILS allows marketers to more effectively target key market segments, thereby matching your message and offer to an audience that has a real need for your solutions.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	1	WORKSTATION_ILS	Workstations ILS score
3	A	1	SERVER_VIRTUALIZATION_ILS	Server Virtualization ILS score
4	A	1	DAS_ILS	Direct Attached Storage (DAS) ILS score
5	A	1	NAS_ILS	Network Attached Storage (NAS) ILS score
6	A	1	SAN_ILS	Storage Area Network (SAN) ILS score
7	A	1	TAPE_LIBRARY_ILS	Tape Library ILS score
8	A	1	STORAGE_MGMT_SW_ILS	Storage Management Software ILS score
9	A	1	VOIP_ILS	Voice over IP Telephony (VoIP) ILS score
10	A	1	T1T3_ILS	T1 or T3 Network Lines ILS score
11	A	1	OCX_ILS	Optical Carrier (OCx) facility ILS score
12	A	1	ROUTER_ILS	Network Router ILS score
13	A	1	WAN_ILS	Wide Area Network (WAN) ILS score
14	A	1	ATM_FRAME_RELAY_ILS	ATM or Frame Relay network ILS score
15	A	1	MPLS_ILS	Multiprotocol Label Switching (MPLS) ILS score
16	A	1	METRO_ILS	Metro Ethernet Network ILS score
17	A	1	WIRELESS_LAN_ILS	Wireless LAN ILS score
18	A	1		
19	A	1		
20	A	1		

**Competitive Install:**

Similar to Presence Install, Competitive Install details which manufacturer or vendor is currently providing the indicated technology. Competitive Install content is valuable for product-kill campaigns or for detailed understanding of a site's wallet share by vendor.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	11	DESKTOP_MANUF	Desktop PC
3	A	3	OTHER_DESKTOPS	Other Desktop PC
4	A	11	LAPTOP_MANUF	Laptop PC
5	A	3	OTHER_LAPTOPS	Other Laptop
6	A	11	DESKTOP_VIRTUALIZATION_MANUF	Desktop Virtualization
7	A	11	WORKSTATION_MANUF	Workstation
8	A	3	OTHER_WORKSTATIONS	Other Workstation
9	A	11	SERVER_MANUF	Server
10	A	12	SERVER_SERIES	Server Series
11	A	3	OTHER_SERVERS	Other Server
12	A	11	OS_MANUF	Server OS
13	A	12	OS_MODEL	Server OS Model
14	A	3	OTHER_OS	Other Server OS

**Competitive Install continued:**

Field Order	Field Type	# of Char.	Field Name	Short Definition
15	A	11	SERVER_VIRTUALIZATION_MANUF	Server Virtualization
16	A	11	NETWORK_PRINTER_MANUF	Networked Printer
17	A	3	OTHER_NETWORK_PRINTERS	Other Networked Printer
18	A	11	HIGHVOLUME_PRINTER_MANUF	High Volume Printer
19	A	11	COPIER_MANUF	Office Copier
20	A	11	UPS_MANUF	Uninterruptible Power Supply (UPS)
21	A	11	DAS_MANUF	Direct-Attached Storage (DAS)
22	A	11	NAS_MANUF	Network-Attached Storage (NAS)
23	A	11	SAN_MANUF	Storage Area Network (SAN)
24	A	11	TAPE_LIBRARY_MANUF	Tape Library
25	A	11	STORAGE_VIRTUALIZATION_MANUF	Storage Virtualization
26	A	11	STORAGE_MGMT_SW_MANUF	Storage Management Software
27	A	11	PBX_MANUF	Phone System
28	A	11	VOIP_MANUF	Name of the VoIP provider
29	A	11	VOIP_HOSTING	VoIP Hosting status at this location
30	A	11	UNIFIED_COMM_SERVICES_MANUF	Unified Communication Services (UCS)
31	A	11	LONG_DISTANCE_CARRIER	Long Distance Carrier
32	A	11	HANDSET_SMARTPHONE_MANUF	Handset or Smartphone (Europe Data Only)
33	A	11	HANDSET_SMARTPHONE_OS	Handset or Smartphone OS (EMEA Data Only)
34	A	11	CELL_SERVICES_PROVIDER	Cellular Services
35	A	11	PBX_MAINT_PROVIDER	Phone System Maintenance
36	A	6	MOBILITY_CONTRACT_EXPIRE	Mobility Contract Expiration Date (EMEA Only)
37	A	11	NETWORK_LINE_CARRIER	Network Line Carrier
38	A	11	VIDEO_CONF_SERVICES_MANUF	Video Conferencing Services
39	A	11	ROUTER_MANUF	Routers
40	A	11	SWITCH_MANUF	Switch
41	A	11	VPN_MANUF	Virtual Private Network (VPN)
42	A	11	ISP_PROVIDER	Internet Service Provider (ISP)
43	A	11	NETWORK_SERVICES_PROVIDER	WAN Network Service
44	A	20	HOST_REMOTE	Host or Remote status on company's intranet
45	A	12	ETHERNET_TECH	Ethernet technology used in company's LAN
46	A	6	VPN_CONTRACT_EXPIRE	VPN Contract Expiration Date (Europe Only)
47	A	11	ASSET_MGMT_SW_MANUF	Asset Management Software
48	A	11	ENTERPRISE_MGMT_SW_MANUF	Enterprise Management Software
49	A	11	IDACCESS_SW_MANUF	ID/Access Software
50	A	11	APPLICATION_SERVER_SW_MANUF	Application Server Software
51	A	11	BUSINESS_INTEL_SW_MANUF	Business Intelligence (BI) Software
52	A	11	COLLABORATIVE_SW_MANUF	Collaborative Software
53	A	11	CRM_SW_MANUF	CRM/SFA Software
54	A	11	DOC_MGMT_SW_MANUF	Document Management Software
55	A	11	APP_CONSOLIDATION_SW_MANUF	Enterprise Application Integration (EAI) Sw.
56	A	11	ERP_SW_MANUF	Enterprise Resource Planning (ERP) Software
57	A	11	ACCOUNTING_SW_MANUF	Accounting Software
58	A	11	HUMAN_RES_SW_MANUF	Human Resource Software
59	A	11	SUPPLY_CHAIN_SW_MANUF	Supply Chain Management Software
60	A	11	WEB_PORTAL_SW_MANUF	Web Services Software

**Competitive Install continued:**

Field Order	Field Type	# of Char.	Field Name	Short Definition
61	A	11	DBMS_MANUF	Database Management Software (DBMS)
62	A	11	DATAWAREHOUSE_SW_MANUF	Data Center or Data Warehouse Software
63	A	11	SW_AS_A_SERVICE_ERP_MANUF	Software-as-a-Service (SaaS) ERP Software
64	A	11	SW_AS_A_SERVICE_CRM_MANUF	Software-as-a-Service (SaaS) CRM Software
65	A	11	SW_AS_A_SERVICE_STORAGE_MANUF	Software-as-a-Service (SaaS) Storage Sw.
66	A	11	SW_AS_A_SERVICE_EMAIL_MANUF	Software-as-a-Service (SaaS) Email Software
67	A	11	SW_AS_A_SERVICE_OTHER_MANUF	Software-as-a-Service (SaaS) Software
68	A	11	EMAIL_MESSAGING_SW_MANUF	Groupware Software
69	A	11	DEVELOPMENT_SW_TOOL	Development Software
70	A	11	ANTIVIRUS_SW_MANUF	Anti-Virus Software
71	A	15	ECOMMERCE_TYPE	e-Commerce via the Internet

**IT Spend:**

The IT Spend section provides inferred totals for common IT budgets. Total IT Spend information is a discrete number that is most commonly used to size and segment marketing lists for targeted campaigns. IT budgets are also insightful when linked to other planned information to determine if a site is the right size for a specific product set.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	N	9	IT_BUDGET	Total IT Budget
3	N	9	HARDWARE_BUDGET	Hardware Budget
4	N	9	PC_BUDGET	PC Budget
5	N	9	SERVER_BUDGET	Server Budget
6	N	9	TERMINAL_BUDGET	Terminal Budget
7	N	9	PRINTER_BUDGET	Printer Budget
8	N	9	OTHER_HARDWARE_BUDGET	Budget for other hardware related items
9	N	9	STORAGE_BUDGET	Storage Budget
10	N	9	COMM_BUDGET	Communications Service Budget
11	N	9	SOFTWARE_BUDGET	Software Budget
12	N	9	SERVICES_BUDGET	IT related Services Budget

**Technology Totals:**

Aberdeen Group continues to expand upon the types of technologies modeled in the ATDC. Inferred amounts for these technologies are developed through statistical analysis of data obtained from a representative survey of business sites in the United States. Extensive data cleansing, outlier checking and variable transformations are performed, which, in conjunction with validation tests on hold-out data, help ensure that the models yield accurate estimates.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	12	IT_STAFF	IT or IS Employees
3	N	6	WIRELESS_USERS	Company-provided Wireless Subscriptions
4	A	16	INTERNET_USERS	Employees using the Internet
5	A	12	DEVELOPERS	IT staff that are Developers
6	N	9	PCS	Desktop and Laptop PCs
7	N	9	DESKTOPS	Desktop PCs
8	N	9	LAPTOPS	Laptop PCs
9	N	9	SERVERS	Servers
10	N	9	PRINTERS	Printers
11	N	6	COLOR_PRINTERS	Color Printers
12	N	6	MULTIFUNC_PRINTERS	Multifunction Printers
13	A	16	STORAGE	Gigabytes used for Storage
14	N	6	EXTENSIONS	Phone extensions
15	N	6	CALLCENTER_CALLERS	Telemarketing Callers
16	N	6	NETWORK_LINES	A transmission service such as T1, T3, OC (Optical Carrier), or DSL (Digital Subscriber Line)
17	N	6	ROUTERS	Routers (Europe Only)

**Product Install:**

The Product Install section contains information on products, services, and other intelligence collected at the site. There is a "many-to-one" relationship between the Product Installs section and the specific site. This indicates that multiple product lines have been identified for any given site. Examples of product tracked in this section include servers, PCs, software, network lines, storage devices, etc. This section is useful for determining a site's technology adoption level, as well as determining locations that have multiple vendors providing the same or similar products and services.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	N	8	TABKEY	Key to Product Specification Record
3	A	3	CLASS	Code to indicate the Class/Grouping of Products
4	A	5	SUBCLASS	Sub-class of Product (previously known as QID)
5	A	11	MANUF	The Manufacturer of the Product or Service
6	A	12	MODEL	The Model of the Product or Service

**Product Specifications:**

The Product Specifications section augments the Product Installs section by providing additional information on the products installed at the site. For example, information about the specific series of server or type of software will be offered in this section. Determining the product specifics to include or exclude in a campaign list can increase response rates, and help segment potential companies for product-specific messaging.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	8	TABKEY	Key to Product Specification Record
2	A	3	CLASS	Code to indicate the Class/Grouping of Products
3	A	11	MANUF	The Manufacturer of the Product or Service
4	A	12	MODEL	The Model of the Product or Service
5	A	12	GROUP	Group (Group of Models)
6	A	12	SERIES	Series (Group of Groups)
7	A	7	DEVTYPE	Type of Product in Use
8	A	28	DESCRIPTION	The Description of the Product
9	A	12	CATEGORY	High, Medium or Low Server Category

**Business Initiatives:**

Business Initiatives include all the planned IT purchases that are discovered by the Aberdeen Group syndicated interviews. There are several premium initiatives available in ATDC using the same scoring method as in the Presence Install section.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	3	PLATFORM_AS_SERVICE_INIT	Platform-as-a-Service (IaaS) solution
3	A	3	PCS_INIT	Desktop or Laptop PCs
4	A	3	THIN_PC_INIT	Thin PCs
5	A	3	TABLET_INIT	Tablet Mobile Devices
6	A	3	PRINTER_INIT	Desktop or Network Printers
7	A	3	MOVE_RENOVATION_INIT	Facility Move or Renovation
8	A	3	DIGITAL_SIGNAGE_INIT	Digital Signage Displays
9	A	3	OUTSOURCE_SERVER_MAINT_INIT	3rd Party Server Maintenance
10	A	3	OUTSOURCE_CAPACITY_PLAN_INIT	3rd Party Capacity Planning
11	A	3	OUTSOURCE_DATACENTER_MGMT_INIT	3rd Party Data Center Management
12	A	3	OUTSOURCE_SYS_INTEGRATION_INIT	3rd Party Systems Integration
13	A	3	OUTSOURCE_HARDWARE_SERVICES_INIT	3rd Party Hardware Services
14	A	3	DAS_INIT	Direct-Attached Storage (DAS)
15	A	3	NAS_INIT	Network-Attached Storage (NAS)
16	A	3	SAN_INIT	Storage Area Network (SAN)
17	A	3	TAPE_LIBRARY_INIT	Tape Library
18	A	3	OUTSOURCE_DISASTER_RECOVERY_INIT	3rd Party Disaster Recovery
19	A	3	OUTSOURCE_STORAGE_MGMT_INIT	3rd Party Storage Management
20	A	3	DATA_DEDUPLICATION_INIT	Data Deduplication solution
21	A	3	PHONE_SYSTEM_INIT	Phone System
22	A	3	EXTENSION_INIT	Adding 25+ Phone Extensions
23	A	3	ACD_INIT	Automatic Call Distributor (ACD)
24	A	3	IVR_INIT	Interactive Voice Response (IVR)
25	A	3	LONG_DISTANCE_EXPIRATION_INIT	Long Distance Contract Expiration

**Business Initiatives continued:**

Field Order	Field Type	# of Char.	Field Name	Short Definition
26	A	3	PHONE_MAINT_EXPIRATION_INIT	Phone System Maint. Contract Expiration
27	A	3	CELL_SERVICES_EXPIRATION_INIT	Cellular Service Contract Expiration
28	A	3	SMARTPHONE_INIT	Smartphones
29	A	3	MOBILE_DEVICE_SECURITY_INIT	Mobile Device Security Solution
30	A	3	OUTSOURCE_UNIFIED_MESSAGING_INIT	3rd Party Unified Communications Service
31	A	3	INFRASTRUCTURE_AS_A_SERVICE_INIT	Infrastructure-as-a-Service (IaaS) solution
32	A	3	ISP_INIT	ISP Contract Expiration
33	A	3	ATM_FRAME_RELAY_INIT	ATM or Frame Relay Replacement
34	A	3	MPLS_EXPIRATION_INIT	MPLS Contract Expiration
35	A	3	SONET_EXPIRATION_INIT	SONET Contract Expiration
36	A	3	METRO_EXPIRATION_INIT	Metro Ethernet Contract Expiration
37	A	3	ATM_EXPIRATION_INIT	ATM Contract Expiration
38	A	3	FRAME_RELAY_EXPIRATION_INIT	Frame Relay Contract Expiration
39	A	3	COMPLIANCE_INIT	Compliance
40	A	3	WAN_OPTIMIZATION_INIT	WAN Optimization
41	A	3	MESSAGING_SECURITY_INIT	Messaging Security solution
42	A	3	DATA_LOSS_PREVENTION_INIT	Data Loss Prevention (DLP) solution
43	A	3	ELECTRONIC_MEDICAL_RECORDS_INIT	Electronic Medical Records (EMR)
44	A	3	OUTSOURCE_LAN_DESIGN_INIT	3rd Party LAN Design
45	A	3	OUTSOURCE_LAN_MGMT_INIT	3rd Party LAN Management Services
46	A	3	OUTSOURCE_WAN_DESIGN_INIT	3rd Party WAN Design
47	A	3	OUTSOURCE_WAN_MGMT_INIT	3rd Party WAN Management Services
48	A	3	OUTSOURCE_NETWORK_CONVERGE_INIT	3rd Party Network Convergence
49	A	3	VIDEO_CONF_SERVICES_INIT	Video Conferencing Services
50	A	3	SOCIAL_MEDIA_INIT	Management of Social Media Presence
51	A	3	WINDOWS7_ADOPTION_INIT	Microsoft Windows 7 Adoption
52	A	3	ASSET_MGMT_SW_INIT	Asset Management Software
53	A	3	APPLICATION_SERVER_SW_INIT	Application Server Software
54	A	3	BUSINESS_INTEL_SW_INIT	Business Intelligence (BI) Software
55	A	3	COLLABORATIVE_SW_INIT	Collaborative Software
56	A	3	CRM_SW_INIT	CRM/SFA Software
57	A	3	DEVELOPMENT_SW_INIT	Development Software
58	A	3	DOC_MGMT_SW_INIT	Document Management Software
59	A	3	APP_CONSOLIDATION_SW_INIT	Application Consolidation or EAI Software
60	A	3	WEB_PORTAL_SW_INIT	Web Services Software
61	A	3	DATAWAREHOUSE_SW_INIT	Data Center or Data Warehouse Software
62	A	3	GOOGLE_APP_INIT	Google Applications, other than web search
63	A	3	OUTSOURCE_APP_SUPPORT_INIT	3rd Party Application Support Services
64	A	3	OUTSOURCE_PROGRAMMING_SVC_INIT	3rd Party Programming Services
65	A	3	OUTSOURCE_SW_INTEGRATION_INIT	3rd Party Software Integration Services
66	A	3	OUTSOURCE_DOCUMENT_MGMT_INIT	3rd Party Document Management Services
67	A	3	OUTSOURCE_E_BUSINESS_INIT	3rd Party e-Commerce Services



**Purchase Likelihood Score:**

A Purchase Likelihood Score (PLS) is an indicator that a given business location has a plan to purchase a specific technology or service. It can help marketing be more precise in targeting key sub-markets, with expertise and offers that will make a real difference in your response and close rates. All numbers are on a scale of 1 to 5.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	1	LAPTOP_PLS	Laptop PCs PLS score
3	A	1	WORKSTATION_PLS	Workstations PLS score
4	A	1	DESKTOP_VIRTUALIZATION_PLS	Desktop Virtualization PLS score
5	A	1	SERVER_PLS	Servers PLS score
6	A	1	SERVER_OS_PLS	Server Operating System PLS score
7	A	1	SERVER_VIRTUALIZATION_PLS	Server Virtualization PLS score
8	A	1	MULTIFUNCTION_PRINTER_PLS	Multifunction Printers PLS score
9	A	1	HIGHVOLUME_PRINTER_PLS	High Volume Printers PLS score
10	A	1	UPS_3PHASE_PLS	3-Phase Uninterruptible Power Supply PLS score
11	A	1	LOWER_POWER_CONSUMPTION_PLS	Lower Power Consumption PLS score
12	A	1	STORAGE_CAPACITY_EXPANSION_PLS	Storage Capacity Expansion PLS score
13	A	1	STORAGE_VIRTUALIZATION_PLS	Storage Virtualization PLS score
14	A	1	STORAGE_MGMT_SW_PLS	Storage Management Software PLS Score
15	A	1	UCS_PLS	Unified Comm. Solution (UCS) PLS score
16	A	1	VOIP_PLS	Voice over IP Telephony (VoIP) PLS score
17	A	1	NETWORK_LINE_PLS	Network Lines PLS score
18	A	1	WIRELESS_LAN_PLS	Wireless LAN PLS score
19	A	1	ROUTER_PLS	Network Router PLS score
20	A	1	VPN_PLS	Virtual Private Network (VPN) PLS score
21	A	1	NETWORK_SERVICES_PLS	Network Services PLS score
22	A	1	SECURITY_SW_PLS	Security Software PLS score
23	A	1	ENTERPRISE_MGMT_SW_PLS	Enterprise Management PLS score
24	A	1	IDACCESS_SW_PLS	Identity Access Management PLS score
25	A	1	ERP_SW_PLS	Enterprise Resource Planning PLS score
26	A	1	DBMS_PLS	Database Management Software PLS score
27	A	1	SOFTWARE_AS_A_SERVICE_PLS	Software-as-a-Service (SaaS) PLS score
28	A	1	ANTIVIRUS_SW_PLS	Anti-virus Software PLS score
29	A	1	OUTSOURCE_SW_SERVICES_PLS	3rd Party Software Services PLS score



### Vendor Prospect Score:

Vendor Prospect Scores expand on the wealth of installed vendor technology data already present in the ATDC to allow broad segmentation and targeting of the entire market. These segmentation scores, expressed as discrete numbers for each site, assign a ranked value to all locations indicating the likelihood that type of vendor technology is installed. These scores can be attached to client and prospects for market analysis and go to market execution.

Fields that are tagged with a “\*” will only have a score value of 5 that corresponds to a known vendor install. Fields that have a “\*\*” tag indicate this data is no longer available, but the database structure has been left intact to continue client integration.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	13	ADP_INDEX**	ADP HR
3	A	13	AVAYA_INDEX**	Avaya Communications
4	A	13	COGNOS_INDEX**	Cognos CRM/ERP
5	A	13	EMC_INDEX**	EMC Storage
6	A	13	HYPERION_INDEX**	Hyperion BI
7	A	13	INFOR_INDEX**	Infor CRM/ERP
8	A	13	INFORMATICA_INDEX**	Informatica BI
9	A	13	JDEDWARDS_INDEX**	JD Edwards CRM/ERP
10	A	13	KRONOS_INDEX**	Kronos HR
11	A	13	LAWSON_INDEX**	Lawson CRM/ERP
12	A	13	NETAPP_INDEX**	Netapp Storage
13	A	13	ORACLE_INDEX**	Oracle CRM/ERP
14	A	13	PEOPLESOFT_INDEX**	PeopleSoft CRM/ERP
15	A	13	SAGE_INDEX**	Sage CRM/ERP
16	A	13	SALESFORCE_INDEX**	Salesforce CRM
17	A	13	SAP_INDEX**	SAP CRM/ERP
18	A	13	SIEBEL_INDEX**	Siebel CRM
19	A	13	SPSS_INDEX**	SPSS BI
20	A	13	SYBASE_INDEX**	Sybase DBMS
21	A	13	VMWARE_INDEX**	VMWare Virtualization

### Site-Level Enterprise:

The Site-Level Enterprise section provides a view into the IT infrastructure of business in the private sector, education, and government. This section combines all of the intelligence that Aberdeen Group collects on over 110,000 enterprises in North America, and all of the individual locations that comprise those enterprises. The focus of the business intelligence is on installed technology, vendor presence, and IT budgets. This process creates a complete and comprehensive look at an enterprise's IT infrastructure and IT spend, based on the local currency at each location.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	9	ENT_ID	Enterprise unique ID
3	A	90	ENT_COMPANY	Company/Enterprise Name
4	A	15	CORPHDQ	Enterprise Status of Site
5	A	3	MULTINATIONAL	Identified as Part of a Multinational Company
6	A	20	ENT_COUNTRY	Enterprise Country

*Site-Level Enterprise continued:*

Field Order	Field Type	# of Char.	Field Name	Short Definition
7	A	12	ENT_TYPE	Enterprise Type
8	N	4	ENT_RANK	Enterprise Rank
9	A	12	ENT_ALTTYPE	Enterprise Alternative Type
10	N	4	ENT_ALTRANK	Enterprise Alternative Rank
11	A	14	ENT_EMPL	Enterprise or Standalone Business Employees
12	N	9	ENT_EMPL_DISCRETE	Discrete Business Employees
13	A	26	ENT_REVEN	Enterprise or Standalone Business Revenue
14	N	9	ENT_REVEN_DISCRETE	Discrete Business Revenue (in millions)
15	A	12	ENT_IT_EMPL	IT Employees
16	A	12	ENT_PC	Desktop and Laptop PCs
17	A	12	ENT_DESKTOP	Desktop PCs
18	A	12	ENT_LAPTOP	Laptop PCs are more than 3 years old
19	A	12	ENT_SERVER	Servers
20	A	12	ENT_PRINTER	Printers
21	A	13	ENT_STORAGE	Gigabytes used for Storage
22	A	14	ENT_EXTENSIONS	Phone extensions
23	A	12	ENT_WIRELESS_USERS	Wireless Services/Devices
24	A	12	ENT_INTERNET_USERS	People with Internet Access
25	N	5	ENT_NETWORKLINES	Network Lines
26	A	18	ENT_IT_BUDGET	Overall IT Budget
27	A	18	ENT_HARDWARE_BUDGET	Hardware Budget
28	A	18	ENT_PC_BUDGET	PC Budget
29	A	18	ENT_SERVER_BUDGET	Server Budget
30	A	18	ENT_TERMINAL_BUDGET	Terminal Budget
31	A	18	ENT_PRINTER_BUDGET	Printer Budget
32	A	18	ENT_OTHER_HARDWARE_BUDGET	Other IT Budget
33	A	18	ENT_STORAGE_BUDGET	Storage Budget
34	A	18	ENT_COMM_BUDGET	Communications Service Budget
35	A	18	ENT_SOFTWARE_BUDGET	Software Budget
36	A	18	ENT_SERVICES_BUDGET	IT Services Budget
31	A	18	ENT_PRINTER_BUDGET	Printer Budget
32	A	18	ENT_OTHER_HARDWARE_BUDGET	Other IT Budget
33	A	18	ENT_STORAGE_BUDGET	Storage Budget
34	A	18	ENT_COMM_BUDGET	Communications Service Budget
35	A	18	ENT_SOFTWARE_BUDGET	Software Budget
36	A	18	ENT_SERVICES_BUDGET	IT Services Budget

# ATDC 2017

## Other Information

### Client-Defined Data:

The fields in the Client-Defined section contain user-defined values, specific to each client. Fields 3 through 8 are commonly used for “Territory Management”, a process by which Aberdeen Group creates client-specific sale and marketing territory databases. Fields 9 through 17 can be customized to display other values of interest to a specific client that are not available in the ATDC, such as the total number of laser printers at the site. Contact your Aberdeen Group Account Representative for more information on Client-Defined Data.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	8	LEVEL1	User Territory - Level 1
3	A	8	LEVEL2	User Territory - Level 2
4	A	8	LEVEL3	User Territory - Level 3
5	A	8	LEVEL4	User Territory - Level 4
6	A	15	USER_INFO	User Information
7	A	1	USER_MARKET	User Market
8	A	6	USER_FIELD1	User Defined Field - 1
9	A	6	USER_FIELD2	User Defined Field - 2
10	A	4	USER_FIELD3	User Defined Field - 3
11	N	9	USER_FIELD4	User Defined Field - 4
12	N	9	USER_FIELD5	User Defined Field - 5
13	N	9	USER_FIELD6	User Defined Field - 6
14	N	9	USER_FIELD7	User Defined Field - 7
15	N	9	USER_FIELD8	User Defined Field - 8
16	N	9	USER_FIELD9	User Defined Field - 9

**Client Description:**

The fields in the Client Description table give labels and descriptions to client-defined fields (from the Client Defined Data Table) in custom tables. The table included in the Client Description file is known as the User Field Labels/Description table. This table defines the fields in the Client-Defined Data Table.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	A	12	USERFIELDNAME	Field Name
2	A	16	USERFIELDLABEL	Field Label
3	A	60	USERFIELDTITLE	Field Title
4	A	255	USERFIELDDDESC	Field Description

**Dynamic:**

The Dynamic section is the central summary of changes and additions to the Relational Database Format (RDF) structure between the time that major revisions of the ATDC are released. This section will be updated as changes are made in the database and included in all RDF shipments. In this way, you will be able to access the latest database enhancements at all times. This section is cumulative and new fields are added sequentially.

Field Order	Field Type	# of Char.	Field Name	Short Definition
1	N	9	SITEID	Aberdeen Group's unique ID
2	A	1	CLOUD_COMPUTING_PLS	Cloud Computing PLS Score
3	A	1	PCS_PLS	Desktop or Laptop PCs PLS Score
4	A	1	DAS_PLS	Direct-Attached Storage (DAS) PLS Score
5	A	1	NAS_PLS	Network-Attached Storage (NAS) PLS Score
6	A	1	SAN_PLS	Storage Area Network (SAN) PLS Score
7	A	1	COMPLIANCE_PLS	Compliance PLS Score
8	A	1	WINDOWS7_ADOPTION_PLS	Microsoft Windows 7 Adoption PLS Score
9	A	1	ASSET_MGMT_SW_PLS	Asset Management Software PLS Score
10	A	1	CRM_SW_ILS	CRM Software ILS Score
11	A	1	DOC_MGMT_SW_ILS	Document Management Software ILS Score
12	A	1	DOC_MGMT_SW_PLS	Document Management Software PLS Score
13	A	1	TABLET_PLS	Tablet PLS score
14	A	1	INFRASTRUCTURE_AS_A_SERVICE_PLS	Infrastructure-as-a-Service PLS score
15	A	3	SURVEILLANCE_PRES	Surveillance Security System
16	A	11	SURVEILLANCE_MANUF	Surveillance Security System
17	A	3	SURVEILLANCE_INIT	Surveillance Security System
18	A	1	DATA_LOSS_PREVENTION_PLS	Data Loss Prevention PLS Score
19	A	1	DIGITAL_SIGNAGE_PLS	Digital Signage PLS Score
20	A	1	MESSAGING_SECURITY_PLS	Messaging Security PLS Score
21	A	1	PLATFORM_AS_A_SERVICE_PLS	Platform-as-a-Service PLS Score
22	A	1	SMARTPHONE_PLS	Smart Phone PLS Score
23	N	9	DESKTOP_PRINTERS	Desktop Printers
24	N	9	NETWORK_PRINTERS	Network Printers
25	N	9	SMARTPHONE_USERS	Smartphone Users
26	N	9	TABLETS	Tablets
27	N	9	WORKSTATIONS	Workstations
28	A	12	ENT_DESKTOP_PRINTERS	Desktop Printers

*Dynamic continued:*

Field Order	Field Type	# of Char.	Field Name	Short Definition
29	A	12	ENT_NETWORK_PRINTERS	Network Printers
30	A	12	ENT_SMARTPHONE_USERS	Smartphone Users
31	A	12	ENT_TABLETS	Tablets
32	A	12	ENT_WORKSTATIONS	Workstations
33	N	9	PERIPHERAL_BUDGET	Peripheral Budget
34	A	18	ENT_PERIPHERAL_BUDGET	Peripheral Budget
35	A	1	FILE_PRINT_SERVER_ILS	File/Print Server ILS Score
36	A	1	WEB_SERVER_ILS	Web Server ILS Score
37	A	1	APPLICATION_SERVER_ILS	Application Server ILS Score
38	A	1	EMAIL_SERVER_ILS	Email Server ILS Score
39	A	1	DATABASE_SERVER_ILS	Database Server ILS Score
40	A	1	TABLET_ILS	Tablet ILS Score
41	A	1	CLOUD_COMPUTING_ILS	Cloud Computing ILS Score
42	A	1	COLLABORATIVE_SW_PLS	Collaborative Software PLS Score
43	A	1	THIN_PC_PLS	Thin Client PC PLS Score
44	A	3	DBMS_INIT	Database Management Software Initiative
45	A	3	MULTIFUNCTION_PRINTER_INIT	Multi-Function Printer Initiative
46	A	3	IDACCESS_SW_INIT	ID or Access Management Initiative
47	A	3	ROUTER_INIT	Router Initiative
48	A	3	VPN_INIT	VPN Initiative
49	A	3	ERP_CRM_SW_PRES	ERP CRM/SFA Software
50	A	3	ERP_ACCOUNTING_SW_PRES	ERP Accounting Software
51	A	3	ERP_HUMAN_RES_SW_PRES	ERP Human Resource Software
52	A	3	ERP_SUPPLY_CHAIN_SW_PRES	ERP Supply Chain Management Software
53	A	3	ERP_UNSPEC_SW_PRES	ERP Unspecified Software
54	A	3	ACCOUNTING_SW_INIT	Accounting Software Initiative
55	A	3	HUMAN_RES_SW_INIT	Human Resource Software Initiative
56	A	3	SUPPLY_CHAIN_SW_INIT	Supply Chain Management Software Initiative
57	A	3	XP_MIGRATION_INIT	Migration Away from Microsoft XP OS
58	A	1	ADP_HCM_VLS	Presence of ADP Human Capital Management software
59	A	1	AMAZON_CIC_VLS	Presence of Amazon Cloud Infrastructure Computing
60	A	1	ATTM_VIS_APPDSK_VLS	Presence of Attachmate app/desktop virtualization software
61	A	1	AUTODESK_VIS_CAD_VLS	Presence of Autodesk AutoCAD software
62	A	1	BI_TLS	Presence of Business Intelligence software
63	A	1	BLCOAT_NETHW_VLS	Presence of Blue Coat network management hardware
64	A	1	CERDN_HCM_VLS	Presence of Ceridian human capital management software
65	A	1	CIC_TLS	Presence of Cloud Infrastructure Computing
66	A	1	CISCO_NETHW_VLS	Presence of Cisco Network Management hardware
67	A	1	CISCO_SEC_VLS	Presence of Cisco System Security Services
68	A	1	CMVLT_DABR_VLS	Presence of CommVault data archive, back-up or recovery software
69	A	1	CRM_TLS	Presence of Customer Relationship Management software

70	A	1	CTRX_VIR_APPDSK_VLS	Presence of Citrix app/desktop virtualization software
71	A	1	DABR_TLS	Presence of data archive, backup or recovery software
72	A	1	DBM_TLS	Presence of database management software
73	A	1	DELL_NETSW_VLS	Presence of Dell network hardware
74	A	1	DELL_SRV_PE_VLS	Presence of Dell PowerEdge servers
75	A	1	DELL_STG_ALL_VLS	Presence of Dell Storage hardware
76	A	1	DSSLT_VIS_VLS	Presence of Dassault visualization software
77	A	1	ECM_TLS	Presence of enterprise content management software
78	A	1	EMC_DABR_VLS	Presence of EMC data archive, backup, and recovery software
79	A	1	EMC_ECM_VLS	Presence of EMC enterprise content management software
80	A	1	EMC_STG_OTH_VLS	Presence of EMC other storage hardware
81	A	1	EMC_STG_SAN_VLS	Presence of EMC storage area network hardware
82	A	1	EPICOR_ERP_VLS	Presence of Epicor enterprise resource planning software
83	A	1	EPM_TLS	Presence of enterprise performance management software
84	A	1	ERP_TLS	Presence of enterprise resource planning software
85	A	1	ESRI_VIS_VLS	Presence of ESRI visualization software
86	A	1	F5_NETHW_VLS	Presence of F5 network management hardware
87	A	1	FMAKER_DBM_VLS	Presence of Filemaker database management software
88	A	1	FRANGE_CRM_VLS	Presence of Front Range CRM software
89	A	1	HCM_TLS	Presence of human capital management software
90	A	1	HP_NETSW_VLS	Presence of HP network management software
91	A	1	HP_SIEM_VLS	Presence of HP Siemens product lifecycle management software
92	A	1	HP_SRV_PL_VLS	Presence of HP Proliant servers
93	A	1	HP_STG_ALL_VLS	Presence of HP storage hardware
94	A	1	HYLAND_ECM_VLS	Presence of Hyland enterprise content management software
95	A	1	IBM_BI_VLS	Presence of IBM business intelligence software
96	A	1	IBM_DABR_VLS	Presence of IBM data archive, back-up, or recovery software
97	A	1	IBM_DBM_VLS	Presence of IBM database management software
98	A	1	IBM_ECM_VLS	Presence of IBM enterprise content management software
99	A	1	IBM_HCM_VLS	Presence of IBM human capital management software
100	A	1	IBM_SEC_VLS	Presence of IBM system security software
101	A	1	ICIMS_HCM_VLS	Presence of ICIMS human capital management software
102	A	1	INFORMA_DBM_VLS	Presence of Informatica database management software
103	A	1	INFOR_ERP_VLS	Presence of Infor enterprise resource planning software

104	A	1	INFOR_HCM_VLS	Presence of Infor human capital management software
105	A	1	IRMTN_DABR_VLS	Presence of Iron Mountain data archive, back-up, or recovery software
106	A	1	JDA_SCM_VLS	Presence of JDA supply chain management software
107	A	1	JUNPR_NETHW_VLS	Presence of Juniper network hardware
108	A	1	KRONOS_HCM_VLS	Presence of Kronos human capital management software
109	A	1	LAWSON_ERP_VLS	Presence of Lawson enterprise resource planning software
110	A	1	MCAFEE_SEC_VLS	Presence of McAfee security software
111	A	1	MSFT_CIC_VLS	Presence of Microsoft cloud infrastructure computing
112	A	1	MSFT_CRM_VLS	Presence of Microsoft customer relationship management software
113	A	1	MSFT_DBM_VLS	Presence of Microsoft database management software
114	A	1	MSFT_ERP_VLS	Presence of Microsoft enterprise resource planning software
115	A	1	MSFT_PAS_VLS	Presence of Microsoft platform as a service
116	A	1	MSTRGY_BI_VLS	Presence of Micro Strategy business intelligence software
117	A	1	NETAPP_STG_OTH_VLS	Presence of NetApp other storage
118	A	1	NETAPP_STG_SAN_VLS	Presence of NetApp storage area network
119	A	1	NETHW_TLS	Presence of network management hardware
120	A	1	NETSW_TLS	Presence of network management software
121	A	1	ORC_BI_VLS	Presence of Oracle business intelligence software
122	A	1	ORC_DABR_VLS	Presence of Oracle data archive, back-up, or recovery software
123	A	1	ORC_DBM_VLS	Presence of Oracle database management software
124	A	1	ORC_EPM_HYP_VLS	Presence of Oracle Hyperion enterprise performance management software
125	A	1	ORC_ERP_VLS	Presence of Oracle enterprise resource planning software
126	A	1	ORC_HCM_PSFT_VLS	Presence of Oracle Peoplesoft human capital management software
127	A	1	ORC_HCM_TALEO_VLS	Presence of Oracle Taleo human capital management software
128	A	1	ORC_SEC_VLS	Presence of Oracle security software
129	A	1	PAAS_TLS	Presence of platform as a service
130	A	1	PRGRSS_BI_VLS	Presence of Progress business intelligence software
131	A	1	RVBED_NETSW_VLS	Presence of Riverbed network management software
132	A	1	SAGE_ERP_VLS	Presence of Sage enterprise resource planning software
133	A	1	SAP_ERP_VLS	Presence of SAP enterprise resource planning software
134	A	1	SAP_HCM_VLS	Presence of SAP human capital management software
135	A	1	SAP_SCM_VLS	Presence of SAP supply chain management software
136	A	1	SCM_TLS	Presence of supply chain management software



137	A	1	SECEND_TLS	Presence of end point security software
138	A	1	SECNET_TLS	Presence of network security software
139	A	1	SEC_TLS	Presence of system security software
140	A	1	SFORCE_CRM_VLS	Presence of Salesforce customer relationship management software
141	A	1	SFORCE_PAS_VLS	Presence of Salesforce platform as a service
142	A	1	SIEBEL_CRM_VLS	Presence of Siebel customer relationship management software
143	A	1	SIEM_TLS	Presence of security information and event management software
144	A	1	SLKRD_HCM_VLS	Presence of Silkroad human capital management software
145	A	1	SPLUNK_SIEM_VLS	Presence of Splunk security information & event management software
146	A	1	SRVNOW_CIC_VLS	Presence of Servicenow cloud infrastructure computing
147	A	1	SVT_TLS	Presence of server virtualization
148	A	1	SYMTC_DABR_VLS	Presence of Symantec data archive, back-up, and recover recovery software
149	A	1	SYMTC_SEC_VLS	Presence of Symantec security software
150	A	1	TABL_BI_VLS	Presence of Tableau business intelligence software
151	A	1	TNBLE_SEC_VLS	Presence of Tenable network security services
152	A	1	TNBLE_SIEM_VLS	Presence of Tenable security information & event management SW
153	A	1	ULTMTE_HCM_VLS	Presence of Ultimate human capital management software
154	A	1	VERITAS_DABR_VLS	Presence of Veritas data archive, back-up, and recovery software
155	A	1	VIR_TLS	Presence of virtualization
156	A	1	VIS_TLS	Presence of visualization
157	A	1	VMW_VIR_SRV_VLS	Presence of VMWare server virtualization software
158	N	8	REVEN_REVISD	Provides more granularity for sites with less than \$1 million in annual sales

# ATDC 2017

## Appendix A

### Contact Role Codes:

In addition to basic business contact information, (i.e. name, address, phone business card title and email), Aberdeen Group also categorizes the IT and Line of Business (LOB) decision makers available in the ATDC by a special three-digit code. This Role code is applied to a contact based on the role(s) that he or she performs. Multiple Role codes can be associated to a contact depending on the variety of that person's role and responsibilities.

Department	Role Name	Role Code
General Business	General Business	BUS
General Business	CxO	CXO
General Business	President/GM	LDR
Human Resources	Personnel/Human Resources	PER
Finance / Accounting	Financial/Accounting	FIN
Legal	Business Compliance	BCM
Sales	Sales	SAL
Marketing	Marketing	MKT
Marketing	Analytics & Business Intelligence	BIS
Marketing	Project, Program Management	PRJ
Marketing	Product Management	PRD
Information Technology	IT/Information Systems	ITD
Information Technology	Database Administration	DBM
Information Technology	IT Risk/IT Security/DR	DRS
Information Technology	IT Architect	ITA
Information Technology	Network Infrastructure	NET
Information Technology	Software/Applications	SFT
Information Technology	System/Server Administrator	SSA
Information Technology	Storage Management	STO
Information Technology	Telecommunications	TEL
Information Technology	Computer Operations	COP
Information Technology	Web Developer	WEB
Information Technology	Mobility & Collaboration	MOB
Operations	Operations	OPS
Operations	Facilities/Grounds	FAC
Operations	Production Management	PRM
Operations	Quality Manager	QAL
Manufacturing	Manufacturing	MFR
Manufacturing	Trade skilled worker	TRD
Supply Chain	Supply Chain Management	SCM
Supply Chain	Purchasing/Procurement	PUR
Engineering	Engineering & Design	ENG

Customer Service / Support	Customer Service	CST
Customer Service / Support	Retail & Consumer Markets	RET
Customer Service / Support	Call Center	CCM
Cannot Assign a Role	No Function Assigned	NFC
Miscellaneous	Education	EDU
Miscellaneous	Medical	MED
Miscellaneous	IT Influencer	ITI

# ATDC 2017

## Appendix B - Standard Deliverables

Aberdeen Group has created two (2) standard data deliverables from the Aberdeen Technology Data Cloud (ATDC) that allows for intergration of data into any marketing automation or CRM platform. To enable a fast and straightfroward integration, the focus of each deliverable is different: site-level or business contacts. This allows any deployment of a marketing automation or CRM system to use data from the ATDC. If business-contacts are the focus, then the Contact File is the best choice. If enterprise/location business intelligence is the focus, then the Site Intelligence file is the better choice. In both cases, the 1:1 relationship of each file's particular focus drives the integration parameters. Aberdeen Group is also able to provide custom solutions and data deliverables to conform with legacy system requirements.

### Site Intelligence File Layout:

This deliverables format is split between two (2) files: A Site File for business contact information, and a Contact File to detail the location's specific business intelligence. The business intelligence includes firmographic information, (example: NAICs codes, employee size and revenue figures), technology installs, IT spend totals and other predictive models that add context to the business activity and technology used at the specified location. Please see below for a complete file layout.

This format is best used if the focus of marketing and sales activity will use the technology topography detailed for segmentation and targeting messages to the associated contacts. In addition, the Profile link should be imported to enable a user to quickly review the entire breathe of data via the Aberdeen Group online service, albeit a web portal from within the legacy MAP/CRM environment.

### Site Intelligence File Layout:

Table Order	Field Type	Field Length	Field Name	Short Definition
1	N	9	SITEID	Aberdeen's unique ID for this site
2	A	75	COMPANY	Company Name
3	A	40	ADDRESS	House/Industrial Name Address (EMEA Only)
4	A	40	STREET	Physical Street Address 1
5	A	40	STREET2	Physical Street Address 2 (European Only)
6	A	20	COUNTY_PROVINCE	County/Province Name (Europe Only)
7	A	34	CITY	City / Town
8	A	2	STATE	State
9	A	10	ZIPCODE	ZIP / Postal Code
10	A	14	COUNTRY	Country
11	A	20	PHONE	Phone
12	N	6	EMPLE	Site Employees
13	N	6	REVEN	Estimated Revenue (in millions)
14	N	6	SALESFORCE	No. of Sales Employees
15	N	6	MOBILE_WORKERS	No. of Mobile Employees
16	A	50	HOMEPAGEURL	URL Address of Site's Home Page

17	A	6	SICGRP	SIC Group
18	A	12	SICSUBGROUP	Industry Sub-Group Description
19	A	4	SIC4_CODE	4-digit SIC Code
20	A	50	SIC4_DESC	The description for the 4-digit SIC Code
21	A	6	NAICS6_CODE	6-Digit NAICS Code
22	A	50	NAICS6_DESC	6-Digit NAICS Code Description
23	A	7	GOVTLEVEL	Government Level
24	A	3	CMSA	CMSA Code
25	A	5	MSA	MSA Code
26	A	20	METRO_NAME	Metro Name
27	A	15	CORPHDQ	Enterprise Status of Site
28	A	12	IT_STAFF	IT or IS Employees
29	N	3	WIRELESS_USERS	Company-provided Wireless Subscriptions
30	A	16	INTERNET_USERS	Employees using the Internet
31	N	9	TABLETS	Tablets
32	N	9	PCS	Desktop and Laptop PCs
33	N	9	DESKTOPS	Desktop PCs
34	N	9	LAPTOPS	Laptop PCs
35	N	9	WORKSTATIONS	Workstations
36	N	9	SERVERS	Servers
37	N	9	PRINTERS	Printers
38	N	9	DESKTOP_PRINTERS	Desktop Printers
39	N	9	NETWORK_PRINTERS	Network Printers
40	N	6	COLOR_PRINTERS	Color Printers
41	N	6	MULTIFUNC_PRINTERS	Multifunction Printers
42	A	16	STORAGE	Gigabytes used for Storage
43	N	9	SMARTPHONE_USERS	Smartphone Users
44	N	6	CALLCENTER_CALLERS	Telesales
45	N	3	NETWORK_LINES	Network Lines
46	N	9	IT_BUDGET	Total IT Budget
47	N	9	HARDWARE_BUDGET	Hardware Budget
48	N	9	PC_BUDGET	PC Budget
49	N	9	SERVER_BUDGET	Server Budget
50	N	9	PERIPHERAL_BUDGET	Peripheral Budget
51	N	9	OTHER_HARDWARE_BUDGET	The budget for other hardware related items
52	N	9	STORAGE_BUDGET	Storage Budget
53	N	9	COMM_BUDGET	Communications Service Budget
54	N	9	SOFTWARE_BUDGET	Software Budget

55	N	9	SERVICES_BUDGET	IT related Services Budget
56	A	9	ENT_ID	Enterprise unique ID
57	A	90	ENT_COMPANY	Company/Enterprise Name
58	A	14	ENT_EMPL	Enterprise/Standalone Business Employees
59	A	26	ENT_REVEN	Enterprise/Standalone Revenue (in millions)
60	A	12	ENT_IT_EMPL	IT Employees
61	A	12	ENT_WIRELESS_USERS	Wireless Services/Devices
62	A	12	ENT_INTERNET_USERS	People with Internet Access
63	A	12	ENT_TABLETS	Tablets
64	A	12	ENT_PC	Desktop and Laptop PCs
65	A	12	ENT_DESKTOP	Desktop PCs
66	A	12	ENT_LAPTOP	Laptop PCs are more than 3 years old
67	A	12	ENT_WORKSTATIONS	Workstations
68	A	12	ENT_SERVER	Servers
69	A	12	ENT_PRINTER	Printers
70	A	12	ENT_DESKTOP_PRINTERS	Desktop Printers
71	A	12	ENT_NETWORK_PRINTERS	Network Printers
72	A	13	ENT_STORAGE	Gigabytes used for Storage
73	A	12	ENT_SMARTPHONE_USERS	Smartphone Users
74	N	5	ENT_NETWORKLINES	Network Lines
75	A	18	ENT_IT_BUDGET	Overall IT Budget
76	A	18	ENT_HARDWARE_BUDGET	Hardware Budget
77	A	18	ENT_PC_BUDGET	PC Budget
78	A	18	ENT_SERVER_BUDGET	Server Budget
79	A	18	ENT_PERIPHERAL_BUDGET	Peripheral Budget
80	A	18	ENT_OTHER_HARDWARE_BUDGET	Other IT Budget
81	A	18	ENT_STORAGE_BUDGET	Storage Budget
82	A	18	ENT_COMM_BUDGET	Communications Service Budget
83	A	18	ENT_SOFTWARE_BUDGET	Software Budget
84	A	18	ENT_SERVICES_BUDGET	IT Services Budget
85	A	3	DESKTOP_VIRTUALIZATION_PRES	Desktop Virtualization
86	A	3	DESKTOP_3YR_PRES	Desktop PCs are more than 3 years old
87	A	3	LAPTOP_3YR_PRES	Laptop PCs are more than 3 years old
88	A	3	IBM_MIDRANGE_PRES	IBM Compatible Midrange Servers
89	A	3	UNIX_RISC_SVR_PRES	Unix Servers
90	A	3	IBMPDM_PRES	IBM Compatible Mainframe
91	A	3	COLOR_PRINTER_PRES	Color Printers
92	A	3	MULTIFUNCTION_PRINTER_PRES	Multifunction Printers

93	A	3	HIGHVOLUME_PRINTER_PRES	High Volume Printer
94	A	3	UPS_PRES	Uninterruptible Power Supply (UPS)
95	A	3	SURVEILLANCE_PRES	Surveillance Security Equipment
96	A	3	OUTSOURCE_SERVER_MAINT_PRES	3rd Party Server Maintenance
97	A	3	OUTSOURCE_HARDWARE_MAINT_PRES	3rd Party Hardware Maintenance
98	A	3	OUTSOURCE_DATACENTER_MGMT_PRES	3rd Party Data Center Management
99	A	3	OUTSOURCE_HARDWARE_SERVICES_PRES	3rd Party Hardware Services
100	A	3	STORAGE_VIRTUALIZATION_PRES	Storage Virtualization
101	A	3	OUTSOURCE_DISASTER_RECOVERY_PRES	3rd Part Disaster Recovery
102	A	3	OUTSOURCE_STORAGE_MGMT_PRES	3rd Party Storage Management
103	A	3	PBX_PRES	Phone System
104	A	3	UNIFIED_COMM_SERVICE_PRES	Unified Communication Service (UCS)
105	A	3	CALLCENTER_PRES	Call or Contact Center
106	A	3	HANDSET_SMARTPHONE_PRES	Handset or Smartphone
107	A	3	CELL_DATASERVICE_PRES	Site's Mobile Service Include Data Features
108	A	3	OUTSOURCE_PHONE_MAINT_PRES	3rd Party Phone System Maintenance
109	A	3	NETWORK_LINE_PRES	Network Lines
110	A	3	VIDEO_CONF_SERVICE_PRES	Video Conferencing Services
111	A	3	SWITCH_PRES	Network Switch
112	A	3	VPN_PRES	Virtual Private Network (VPN)
113	A	3	NETWORK_SERVICE_PRES	Network Services, (MPLS, ATM, etc.)
114	A	3	SONET_PRES	SONet Network Service
115	A	3	OUTSOURCE_LAN_SERVICES_PRES	3rd Party LAN Management Services
116	A	3	OUTSOURCE_FIREWALL_MAINT_PRES	3rd Party Firewall Services
117	A	3	OUTSOURCE_IDS_MAINT_PRES	3rd Party Intrusion Detection Services (IDS)
118	A	3	OUTSOURCE_WAN_SERVICES_PRES	3rd Party WAN Management Services
119	A	3	ASSET_MGMT_SW_PRES	Asset Management Software
120	A	3	ENTERPRISE_MGMT_SW_PRES	Enterprise Management Software
121	A	3	IDACCESS_SW_PRES	ID/Access Software
122	A	3	APPLICATION_SERVER_SW_PRES	Sever Computing Software
123	A	3	BUSINESS_INTEL_SW_PRES	Business Intelligence (BI) Software
124	A	3	COLLABORATIVE_SW_PRES	Collaborative Software
125	A	3	CRM_SW_PRES	CRM/SFA Software
126	A	3	DOC_MGMT_SW_PRES	Document Management Software
127	A	3	APP_CONSOLIDATION_SW_PRES	Application Consolidation or EAI Software
128	A	3	ERP_SW_PRES	Enterprise Resource Planning (ERP) Sw.
129	A	3	ACCOUNTING_SW_PRES	Accounting Software
130	A	3	HUMAN_RES_SW_PRES	Human Resource Software



131	A	3	SUPPLY_CHAIN_SW_PRES	Supply Chain Management Software
132	A	3	WEB_PORTAL_SW_PRES	Web Services Software
133	A	3	DBMS_PRES	Database Management Software (DBMS)
134	A	3	DATAWAREHOUSE_SW_PRES	Data Center or Data Warehouse Software
135	A	3	SW_AS_A_SERVICE_PRES	Software-as-a-Service Software
136	A	3	SW_AS_A_SERVICE_ERP_PRES	Software-as-a-Service ERP Software
137	A	3	SW_AS_A_SERVICE_CRM_PRES	Software-as-a-Service CRM Software
138	A	3	SW_AS_A_SERVICE_STORAGE_PRES	Software-as-a-Service Storage Sw.
139	A	3	SW_AS_A_SERVICE_EMAIL_PRES	Software-as-a-Service Email Software
140	A	3	SW_AS_A_SERVICE_OTHER_PRES	Software-as-a-Service Software
141	A	3	GOOGLE_APP_PRES	Google Applications, non-web searching
142	A	3	DEVELOPMENT_SW_PRES	Application Development Software
143	A	3	WORKFLOW_SW_PRES	Workflow Software
144	A	3	SECURITY_SW_PRES	Security Software
145	A	3	GROUPWARE_SW_PRES	Groupware Software
146	A	3	ECOMMERCE_PRES	e-Commerce via the Internet
147	A	3	OUTSOURCE_SW_SERVICES_PRES	3rd Party Software Services
148	A	15	ECOMMERCE_TYPE	e-Commerce via the Internet
149	A	1	TABLET_ILS	Tablet ILS Score
150	A	1	WORKSTATION_ILS	Workstations ILS Score
151	A	1	SERVER_VIRTUALIZATION_ILS	Server Virtualization ILS Score
152	A	1	APPLICATION_SERVER_ILS	Application Server ILS Score
153	A	1	DATABASE_SERVER_ILS	Database Server ILS Score
154	A	1	EMAIL_SERVER_ILS	Email Server ILS Score
155	A	1	FILE_PRINT_SERVER_ILS	File/Print Server ILS Score
156	A	1	WEB_SERVER_ILS	Web Server ILS Score
157	A	1	DAS_ILS	Direct Attached Storage (DAS) ILS Score
158	A	1	NAS_ILS	Network Attached Storage (NAS) ILS Score
159	A	1	SAN_ILS	Storage Area Network ILS Score
160	A	1	TAPE_LIBRARY_ILS	Tape Library ILS Score
161	A	1	STORAGE_MGMT_SW_ILS	Storage Management Software ILS Score
162	A	1	VOIP_ILS	Voice over IP Telephony (VoIP) ILS Score
163	A	1	T1T3_ILS	T1 or T3 Network Lines ILS Score
164	A	1	OCX_ILS	Optical Carrier (OCx) facility ILS Score
165	A	1	ROUTER_ILS	Network Router ILS Score
166	A	1	WAN_ILS	Wide Area Network (WAN) ILS Score

167	A	1	ATM_FRAME_RELAY_ILS	ATM or Frame Relay network ILS Score
168	A	1	MPLS_ILS	Multiprotocol Label Switching (MPLS) ILS Score
169	A	1	METRO_ILS	Metro Ethernet Network ILS Score
170	A	1	WIRELESS_LAN_ILS	Wireless LAN being present ILS Score
171	A	1	CRM_SW_ILS	CRM Software ILS Score
172	A	1	DOC_MGMT_SW_ILS	Document Management Software ILS Score
173	A	1	CLOUD_COMPUTING_ILS	Cloud Computing ILS Score
174	A	1	PCS_PLS	Desktop or Laptop PCs PLS score
175	A	1	LAPTOP_PLS	Laptop PCs PLS score
176	A	1	WORKSTATION_PLS	Workstations PLS score
177	A	1	TABLET_PLS	Tablet PLS score
178	A	1	DESKTOP_VIRTUALIZATION_PLS	Desktop Virtualization PLS score
179	A	1	WINDOWS7_ADOPTION_PLS	Microsoft Windows 7 Adoption PLS score
180	A	1	CLOUD_COMPUTING_PLS	Cloud Computing PLS score
181	A	1	INFRASTRUCTURE_AS_A_SERVICE_PLS	Infrastructure-as-a-Service PLS score
182	A	1	PLATFORM_AS_A_SERVICE_PLS	Platform-as-a-Service PLS score
183	A	1	SERVER_PLS	Servers PLS score
184	A	1	SERVER_OS_PLS	Server Operating System PLS score
185	A	1	SERVER_VIRTUALIZATION_PLS	Server Virtualization PLS score
186	A	1	HIGHVOLUME_PRINTER_PLS	High Volume Printers PLS score
187	A	1	UPS_3PHASE_PLS	3-Phase Uninterruptible Power Supply PLS score
188	A	1	DAS_PLS	Direct-Attached Storage (DAS) PLS score
189	A	1	NAS_PLS	Network-Attached Storage (NAS) PLS score
190	A	1	SAN_PLS	Storage Area Network (SAN) PLS score
191	A	1	STORAGE_CAPACITY_EXPANSION_PLS	Storage Capacity Expansion PLS score
192	A	1	STORAGE_VIRTUALIZATION_PLS	Storage Virtualization PLS score
193	A	1	STORAGE_MGMT_SW_PLS	Storage Management Software PLS score
194	A	1	UCS_PLS	Unified Comm. Solution (UCS) PLS score
195	A	1	VOIP_PLS	Voice over IP Telephony (VoIP) PLS score
196	A	1	SMARTPHONE_PLS	Smartphone PLS score
197	A	1	NETWORK_LINE_PLS	Network Lines PLS score
198	A	1	WIRELESS_LAN_PLS	Wireless LAN PLS score
199	A	1	NETWORK_SERVICES_PLS	Network Services PLS score
200	A	1	COMPLIANCE_PLS	Compliance PLS score

201	A	1	DATA_LOSS_PREVENTION_PLS	Data Loss Prevention PLS Score
202	A	1	MESSAGING_SECURITY_PLS	Messaging Security PLS Score
203	A	1	SECURITY_SW_PLS	Security Software PLS score
204	A	1	ASSET_MGMT_SW_PLS	Asset Management Software PLS score
205	A	1	ENTERPRISE_MGMT_SW_PLS	Enterprise Management PLS score
206	A	1	ERP_SW_PLS	Enterprise Resource Planning PLS score
207	A	1	SOFTWARE_AS_A_SERVICE_PLS	Software-as-a-Service PLS score
208	A	1	ANTIVIRUS_SW_PLS	Anti-virus Software PLS score
209	A	1	DIGITAL_SIGNAGE_PLS	Digital Signage PLS Score
210	A	255	PROFILELINK	Profile Link

**Contact File Layout:**

Table Order	Field Type	Field Length	Field Name	Short Definition
1	N	9	SITEID	Aberdeen's unique ID for this site
2	A	6	CONTACT_CONID	Contact ID
3	A	10	CONTACT_PREFIX	Contact's Prefix
4	A	20	CONTACT_FIRST	Contact's First Name
5	A	20	CONTACT_MIDDLE	Contact's Middle Name
6	A	25	CONTACT_LAST	Contact's Last Name
7	A	3	CONTACT_SUFFIX	Contact's Suffix
8	A	50	CONTACT_TITLE	Business Card Title associated to the Contact
9	A	40	CONTACT_ADDRESS	House/Industrial Name-1st Address (European Only)
10	A	40	CONTACT_STREET	Physical Street Address 1
11	A	40	CONTACT_STREET2	Physical Street Address 2 (European Only)
12	A	20	CONTACT_COUNTY_PROVINCE	County/Province Name (Europe Only)
13	A	34	CONTACT_CITY	City / Town
14	A	2	CONTACT_STATE	State
15	A	10	CONTACT_ZIPCODE	ZIP / Postal Code
16	A	14	CONTACT_COUNTRY	Country
17	A	20	CONTACT_PHONE	Phone
18	A	64	CONTACT_FUNCTIONS	Functions
19	A	64	CONTACT_EMAIL	Contact's Business Email Address
20	A	75	COMPANY	Company Name

### Business Contact File (Enhanced and Basic) Layout:

This deliverable format provides the essential information for business contacts, as well as the ability to associate specific types of technology and business intelligence based on the Topics as described in the Executive Summary. While not the complete set of data points from the ATDC, the business intelligence provided in the Enhanced Models is the most specific data and the most commonly used data points by Marketing teams today.

#### Available Enhanced Modules:

- Hardware & Peripherals (H&P)
- IT Outsourcing (CSP)
- Managed Services (MSP)
- Software (SFT)
- Telecom (TEL)

One or more of these Enhanced Modules can be appended to the Basic Contact File Core. This flexible deliverable solution provides the necessary data for a campaign-level engagement while not having to filter and sort through extra data that may or may not be needed, used or wanted. The same integration capabilities in the Site Intelligence are present in both options of the Contact File, as is the Profile link. Please note that some data points are duplicated between several Modules. However, when a specific combination of modules is purchased, the overlapping fields will be removed.

### Basic Business Contact File Layout:

Table Order	Field Type	Field Length	Field Name	Short Definition
1	N	9	SITEID	Aberdeen's unique ID for this site
2	N	6	CONID	Aberdeen's unique ID for this contact
3	A	255	PROFILELINK	Profile Link
4	A	10	CONTACT_PREFIX	Contact's Prefix
5	A	20	CONTACT_FIRST	Contact's First Name
6	A	20	CONTACT_MIDDLE	Contact's Middle Name
7	A	25	CONTACT_LAST	Contact's Last Name
8	A	3	CONTACT_SUFFIX	Contact's Suffix
9	A	50	CONTACT_TITLE	Business Card Title associated to the Contact
10	A	64	CONTACT_FUNCTIONS	Functions
11	A	20	CONTACT_PHONE	Phone
12	A	64	CONTACT_EMAIL	Contact's Business Email Address
13	A	75	COMPANY	Company Name
14	A	50	HOMEPAGEURL	URL Address of Site's Home Page
15	A	40	CONTACT_ADDRESS	House/Industrial Name - (Europe Only)
16	A	40	CONTACT_STREET	Physical Street Address 1
17	A	40	CONTACT_STREET2	Second Street Address
18	A	34	CONTACT_CITY	City / Town
19	A	2	CONTACT_STATE	State
20	A	10	CONTACT_ZIPCODE	ZIP / Postal Code
21	A	20	METRO_NAME	Metro Name
22	A	14	CONTACT_COUNTRY	Country

23	A	26	REVEN	Site level revenue (in millions)
24	A	6	SICGRP	SIC Group
25	A	3	NAICS3_CODE	3-digit NAICs Code
26	A	50	NAICS3_DESCRIPTION	NAICS Code Description
27	A	7	GOVTLEVEL	Government Level
28	A	15	CORPHDQ	Enterprise Status of Site
29	A	14	EMPLE	Site level of employees
30	A	12	IT_STAFF	IT or IS Employees
31	N	9	SERVERS	Servers
32	N	9	PCS	Desktop and Laptop PCs
33	N	9	DESKTOPS	Desktop PCs
34	N	9	LAPTOPS	Laptop PCs
35	N	9	PRINTERS	Printers
36	A	16	STORAGE	Gigabytes used for Storage
37	N	9	IT_BUDGET	Total IT Budget

## Enhanced Business Contact Modules File Layout:

Module Code	Table Order	Field Type	Field Length	Field Name	Short Definition
H&P	38	N	9	HARDWARE_BUDGET	Hardware Budget
H&P	39	N	9	PC_BUDGET	PC Budget
H&P	40	N	9	SERVER_BUDGET	Server Budget
H&P	41	N	9	PERIPHERAL_BUDGET	Peripheral Budget
H&P	42	N	9	OTHER_HARDWARE_BUDGET	The budget for other hardware related items
H&P	43	A	1	SERVER_PLS	Servers PLS score
H&P	44	A	1	SERVER_OS_PLS	Server Operating System PLS score
H&P	45	A	1	PCS_PLS	Desktop or Laptop PCs PLS score
H&P	46	A	1	LAPTOP_PLS	Laptop PCs PLS score
H&P	47	N	9	WORKSTATIONS	Workstations
H&P	48	A	1	WORKSTATION_ILS	Workstations ILS Score
H&P	49	A	1	WORKSTATION_PLS	Workstations PLS score
H&P	50	N	9	TABLETS	Tablets
H&P	51	A	1	TABLET_PLS	Tablet PLS score
H&P	52	N	9	NETWORK_PRINTERS	Network Printers
H&P	53	A	1	MULTIFUNCTION_PRINTER_PLS	need
H&P	54	A	3	HIGHVOLUME_PRINTER_PRES	High Volume Printer
H&P	55	A	1	HIGHVOLUME_PRINTER_PLS	High Volume Printers PLS score
H&P	56	A	3	UPS_PRES	Uninterruptible Power Supply (UPS)
H&P	57	A	1	UPS_3PHASE_PLS	3-Phase Uninterruptible Power Supply PLS score
CSP	58	N	9	STORAGE_BUDGET	Storage Budget
CSP	59	A	3	DESKTOP_VIRTUALIZATION_PRES	Desktop Virtualization
CSP	60	A	1	DESKTOP_VIRTUALIZATION_PLS	Desktop Virtualization PLS score
CSP	61	A	1	SERVER_VIRTUALIZATION_ILS	Server Virtualization ILS Score
CSP	62	A	1	SERVER_VIRTUALIZATION_PLS	Server Virtualization PLS score

CSP	63	A	1	NETWORK_SERVICES_PLS	Network Services PLS score
CSP	64	A	3	VPN_PRES	Virtual Private Network (VPN)
CSP	65	A	1	VPN_PLS	need
CSP	66	A	1	WAN_ILS	Wide Area Network (WAN) ILS Score
CSP	67	A	3	SONET_PRES	SONet Network Service
CSP	68	A	1	ATM_FRAME_RELAY_ILS	ATM or Frame Relay network ILS Score
CSP	69	A	1	MPLS_ILS	Multiprotocol Label Switching (MPLS) ILS Score
CSP	70	A	1	METRO_ILS	Metro Ethernet Network ILS Score
CSP	71	A	1	WIRELESS_LAN_ILS	Wireless LAN being present ILS Score
CSP	72	A	1	WIRELESS_LAN_PLS	Wireless LAN PLS score
CSP	73	A	3	SW_AS_A_SERVICE_PRES	Software-as-a-Service Software
CSP	74	A	3	SW_AS_A_SERVICE_STORAGE_PRES	Software-as-a-Service Storage Software
CSP	75	A	3	SW_AS_A_SERVICE_EMAIL_PRES	Software-as-a-Service Email Software
CSP	76	A	3	SW_AS_A_SERVICE_OTHER_PRES	Software-as-a-Service Software
CSP	77	A	1	SOFTWARE_AS_A_SERVICE_PLS	Software-as-a-Service PLS score
CSP	78	A	1	ROUTER_ILS	Network Router ILS Score
CSP	79	A	1	ROUTER_PLS	Network Router PLS Score
CSP	80	A	1	DAS_ILS	Direct Attached Storage (DAS) ILS Score
CSP	81	A	1	DAS_PLS	Direct-Attached Storage (DAS) PLS score
CSP	82	A	1	NAS_ILS	Network Attached Storage (NAS) ILS Score
CSP	83	A	1	NAS_PLS	Network-Attached Storage (NAS) PLS score
CSP	84	A	1	SAN_ILS	Storage Area Network ILS Score
CSP	85	A	1	SAN_PLS	Storage Area Network (SAN) PLS score
CSP	86	A	1	TAPE_LIBRARY_ILS	Tape Library ILS Score
CSP	87	A	1	STORAGE_CAPACITY_EXPANSION_PLS	Storage Capacity Expansion PLS score
CSP	88	A	1	STORAGE_VIRTUALIZATION_PLS	Storage Virtualization PLS score
CSP	89	A	1	STORAGE_MGMT_SW_ILS	Storage Management Software ILS Score
CSP	90	A	1	STORAGE_MGMT_SW_PLS	Storage Management Software PLS score
CSP	91	A	1	CLOUD_COMPUTING_ILS	Cloud Computing ILS Score
CSP	92	A	1	CLOUD_COMPUTING_PLS	Cloud Computing PLS score
CSP	93	A	1	INFRASTRUCTURE_AS_A_SERVICE_PLS	Infrastructure-as-a-Service PLS score
CSP	94	A	1	PLATFORM_AS_A_SERVICE_PLS	Platform-as-a-Service PLS score
CSP	95	A	3	SURVEILLANCE_PRES	Surveillance Security Equipment
MSP	96	N	9	SERVICES_BUDGET	IT related Services Budget
MSP	97	A	1	COMPLIANCE_PLS	Compliance PLS score
SFT	98	N	9	SOFTWARE_BUDGET	Software Budget
SFT & MSP	99	A	3	ERP_SW_PRES	Enterprise Resource Planning (ERP) Software
SFT & MSP	100	A	3	SW_AS_A_SERVICE_ERP_PRES	Software-as-a-Service ERP Software
SFT	101	A	3	ERP_ACCOUNTING_SW_PRES	Accounting Module in ERP Software
SFT	102	A	3	ERP_HUMAN_RES_SW_PRES	HCM/HR Module in ERP Software
SFT	103	A	3	ERP_SUPPLY_CHAIN_SW_PRES	Supply Chain Module in ERP Software
SFT	104	A	3	ERP_UNSPEC_SW_PRES	Other Module in ERP Software
SFT	105	A	1	ERP_SW_PLS	Enterprise Resource Planning PLS score
SFT	106	A	3	ACCOUNTING_SW_PRES	Accounting Software
SFT	107	A	3	HUMAN_RES_SW_PRES	Human Resource Software



SFT & MSP	108	A	3	SUPPLY_CHAIN_SW_PRES	Supply Chain Management Software
SFT & MSP	109	A	3	CRM_SW_PRES	CRM/SFA Software
SFT & MSP	110	A	1	CRM_SW_ILS	Customer Relationship Management Software ILS Score
SFT & MSP	111	A	3	SW_AS_A_SERVICE_CRM_PRES	Software-as-a-Service (SaaS) CRM Software
SFT	112	A	3	ERP_CRM_SW_PRES	CRM Module in ERP Software
SFT	113	A	3	ENTERPRISE_MGMT_SW_PRES	Enterprise Management Software
SFT	114	A	1	ENTERPRISE_MGMT_SW_PLS	Enterprise Management PLS score
SFT	115	A	3	ASSET_MGMT_SW_PRES	Asset Management Software
SFT	116	A	1	ASSET_MGMT_SW_PLS	Asset Management Software PLS score
SFT & MSP	117	A	3	IDACCESS_SW_PRES	ID/Access Software
SFT & MSP	118	A	3	APPLICATION_SERVER_SW_PRES	Sever Computing Software
SFT	119	A	3	BUSINESS_INTEL_SW_PRES	Business Intelligence (BI) Software
SFT	120	A	3	COLLABORATIVE_SW_PRES	Collaborative Software
SFT	121	A	3	DOC_MGMT_SW_PRES	Document Management Software
SFT	122	A	3	APP_CONSOLIDATION_SW_PRES	Application Consolidation or EAI Software
SFT & MSP	123	A	3	WEB_PORTAL_SW_PRES	Web Services Software
SFT	124	A	3	DBMS_PRES	Database Management Software (DBMS)
SFT	125	A	1	DBMS_PLS	DBMS PLS Score
SFT & MSP	126	A	3	DATAWAREHOUSE_SW_PRES	Data Center or Data Warehouse Software
SFT	127	A	3	DEVELOPMENT_SW_PRES	Application Development Software
SFT	128	A	3	WORKFLOW_SW_PRES	Workflow Software
SFT & MSP	129	A	3	ECOMMERCE_PRES	e-Commerce via the Internet
SFT	130	A	1	DOC_MGMT_SW_ILS	Document Mgmt. Software ILS Score
SFT	131	A	1	DATA_LOSS_PREVENTION_PLS	Data Loss Prevention PLS Score
SFT	132	A	1	MESSAGING_SECURITY_PLS	Messaging Security PLS Score
SFT & MSP	133	A	1	SECURITY_SW_PLS	Security Software PLS score
SFT & MSP	134	A	1	ANTIVIRUS_SW_PLS	Anti-virus Software PLS score
TEL	135	N	6	CALLCENTER_CALLERS	Telesales
TEL	136	N	9	SMARTPHONE_USERS	Smartphone Users
TEL	137	N	9	COMM_BUDGET	Communications Service Budget
TEL & MSP	138	A	3	CALLCENTER_PRES	Call or Contact Center
TEL	139	A	3	PBX_PRES	Phone System
TEL & MSP	140	A	3	UNIFIED_COMM_SERVICE_PRES	Unified Communication Service (UCS)
TEL & MSP	141	A	1	UCS_PLS	UCS PLS score
TEL & MSP	142	A	1	VOIP_ILS	Voice over IP Telephony (VoIP) ILS Score
TEL & MSP	143	A	1	VOIP_PLS	VoIP PLS score
TEL	144	A	3	VIDEO_CONF_SERVICE_PRES	Video Conferencing Services
TEL	145	A	1	NETWORK_LINE_PLS	Network Lines PLS score

# Aberdeen Group Technical Support

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