



Relational Database Format

**A guide to using the CI Technology Database™
with relational database software**

Version 8.0

February 2003

© 2003 Harte-Hanks Market Intelligence, Inc. All rights reserved.

Harte-Hanks Market Intelligence
Corporate Headquarters
9980 Huennekens Street
San Diego, CA 92121
www.hartehanksmi.com

Printed in the United States of America

TECHNICAL SUPPORT



(800) 645-5795 Monday - Friday, 7 a.m. to 5 p.m. Pacific Time.



e-mail: hmi-support@harte-hanks.com

RESTRICTIONS ON USE

YOU MAY NOT:

- Reproduce, publish, distribute, sell or otherwise use any data retrieved from or software contained in the product in any manner whatsoever which may infringe upon any copyright or other proprietary interest of Harte-Hanks Market Intelligence, Inc. any third party supplier or any other third party.
- Use any portion of the product to create any mailing or telemarketing lists, marketing aid or other data compilation for sale to any third party or use any portion of the product to compete directly with Harte-Hanks Market Intelligence, Inc.
- Distribute, rent, sublicense, lease, sell, transfer or assign the product to any third party including, but not limited to, employees not located at the site or any other division, organization, entity or person including parent, subsidiary or affiliated organizations.
- Decompile, disassemble, or otherwise reverse engineer the product or alter/translate.

You agree that any third-party supplier may enforce any right it may have which is violated by your breach of any of these restrictions.

LIMITED WARRANTY

If the enclosed data files (on CD-ROM or tape) contain a defect in materials and workmanship under normal use and service during the period of ninety days from the date of delivery as evidenced by a copy of the invoice, you may return the CD-ROMs or tapes to Harte-Hanks Market Intelligence, Inc. and Harte-Hanks Market Intelligence, Inc. shall replace them. This constitutes your exclusive remedy for any defect in the product. Further, Harte-Hanks Market Intelligence, Inc. hereby limits the duration of any implied warranty on the diskette to the period stated above. Any replacement will be warranted for the remainder of the original warranty period or thirty days, whichever is longer. If failure of the CD-ROMs or tapes has resulted from accident, abuse, or misapplication, Harte-Hanks Market Intelligence, Inc. shall have no responsibility to replace the CD-ROMs or tapes.

Except as specifically provided above, the product is provided "as is," without warranty of any kind. Neither Harte-Hanks Market Intelligence, Inc. nor any of the third-party suppliers makes any warranty or representation, either express or implied, with respect to the product including, but not limited to its quality, performance, merchantability, or fitness for a particular purpose, and assumes no responsibility for the accuracy or application of, or errors or omissions in, any data or software contained in the product. Further, neither Harte-Hanks Market Intelligence, Inc. nor any of the third-party suppliers warrants, guarantees, or makes any representations regarding the use, or the results of the use, of the product in terms of correctness, accuracy, reliability, currency, or otherwise. The entire risk as to the results and performance of the product is assumed by you.

The warranty and remedies set forth above are exclusive and in lieu of all others, oral or written, express or implied. no Harte-Hanks Market Intelligence, Inc. dealer, distributor, agent or employee is authorized to make any modification or addition to this warranty.



Introduction

This document is a guide to the data in the CI Technology Database™, which is available in a relational database format.

What is the CI Technology Database™?

The CI Technology Database™ is the world's largest, most current, in-depth technology end-user database for the computer and communications industries. Listing products and services installed and planned at over 400,000 business sites in North America, Latin America, and Europe, the CI Technology Database™ helps you market smarter, sell faster.

What is the Relational Database Format?

The relational database format can provide data in an ASCII, delimited manner with variable length fields to be used by a relational database. Other formats are also available. This gives you maximum flexibility in setting up your database the way you want.

What data is available from Harte-Hanks Market Intelligence?

The following table shows the **types of data** that are available in the CI Technology Database™. The tables and the associated data you receive are limited to the provisions of your database subscription.

To determine what data or tables you receive through your subscription, refer to the letter accompanying your shipment or call your Harte-Hanks Market Intelligence Client Application Specialist. If you wish to receive additional data or tables, contact your Harte-Hanks Market Intelligence Account Executive.

Site Tables:

- **Site Description:** Summary information about a site, including physical location and line of business
- **Site Computing Summary:** Site totals for computer hardware, software and Internet products
- **Site Communications Summary:** Site totals for telecommunications and networks products and services
- **Additional Site Descriptions:** Descriptive version of abbreviated values used in other tables
- **Site e-Business Description:** Site totals for the e-Commerce business and technology infrastructure
- **Co-Location:** Overview of co-location facilities used by e-Commerce sites

Site Contacts Table:

- **Contacts:** Site decision-makers, including names, titles, phone numbers, etc.

Product Tables:

- **Product:** Detailed listing of all hardware, software, communications equipment and services at the site
- **Product Specifications:** Detailed specifications of products contained in the Product table
- **Summary Product:** Detailed listing of all products collected as "Primary" or "Top X" at the site

Enterprise Tables:

- Enterprise: Information about a site's parent organization (i.e., enterprise or corporation), including location, sales, employees, etc.
- Enterprise Technology Totals: Technology totals for the sites within an enterprise that Harte Hanks has completed technology interviews
- Enterprise Contacts: Enterprise-level contacts, such as corporate officers, etc.

Other Tables:

- External Reference: Cross-reference between Harte-Hanks Market Intelligence Site-IDs and DUNS or infoUSA (ABI) numbers
- Client-Defined Data: Client defined data (e.g., sales territories, regions, user totals, etc.)
- Custom Scoring Data: Site values based upon client defined criteria
- Auxiliary Data Files: Field labels and descriptions used in Custom Scoring and Client Defined tables
- Additional Business Demographics: Advanced corpographic and demographic information about a site
- TechModels: Modeled estimates for many technology products available at each site

How to Use This Book

This book is a reference guide to the contents of the CI Technology Database™. To make it easy to use, it is broken down into five main sections: [Site Tables](#), [Site Contacts Table](#), [Product Tables](#), [Parent Table](#), and [Other Tables](#). Within each section, there are chapters relating to the appropriate tables for that section. For instance, there are five chapters in the Site Tables section. In each chapter, there is a general description of a specific data table, the data it includes, and the layout of the table. Each table layout provides the following information:

Field	Type	Length	Description
Field name	A -alphanumeric, D -decimal, or I -integer	Number of bytes	Short description

Following the layout is an alphabetical listing of all the fields in the table. This list describes the fields in more detail, and when possible, provides values and related fields.

Quick Reference for Data Tables and Fields

If you want to look up a particular field name or table type, [refer to the detailed Appendices in the back of the book](#).

As always, if you have any questions, please contact the Harte-Hanks Market Intelligence Support Center at (800) 645-5795. Operating hours are M-F from 7 a.m. to 5 p.m., PST.

Table Keys & Relationships

Before you begin looking at the data in the database, you should be familiar with a field known as SITEID. [SITEID is a unique 9-digit number that Harte-Hanks Market Intelligence assigns to each site in the database.](#)

SITEID should be used as the key field to link related tables. (Most tables will be linked using SITEID.) The other key fields are CORPID (used with the Parent table) and TABKEY (used in the Product and Product Specifications tables).

Relationships Between The Tables

1. The Site Description table has a one-to-one relationship with the following tables, keyed on the SITEID field:

- Site Computing Summary
- Site Communications Summary
- Summary Product Table
- Additional Site Descriptions
- Client Defined Data
- Custom Scoring Data
- TechModels
- Site e-Business Description

For example, there is one Additional Site Description record for each Site Description record.

2. The Site Description table has a one-to-many relationship with the following tables, keyed on the SITEID field:

- Contact
- Product
- Co-Location

For example, one site record may have many contact records and many product records.

3. The Site Description table has a many-to-one relationship with the Enterprise table, keyed on the CORPID (not SITEID) field. For example, there may be many site records linked to a single parent record.
4. The Product and Product Specifications tables have a many-to-one relationship, keyed on the TABKEY (not SITEID) field. There may be many product records referring to a single product specification.

The relationship between tables is illustrated on the following page. Sample data is shown after that.

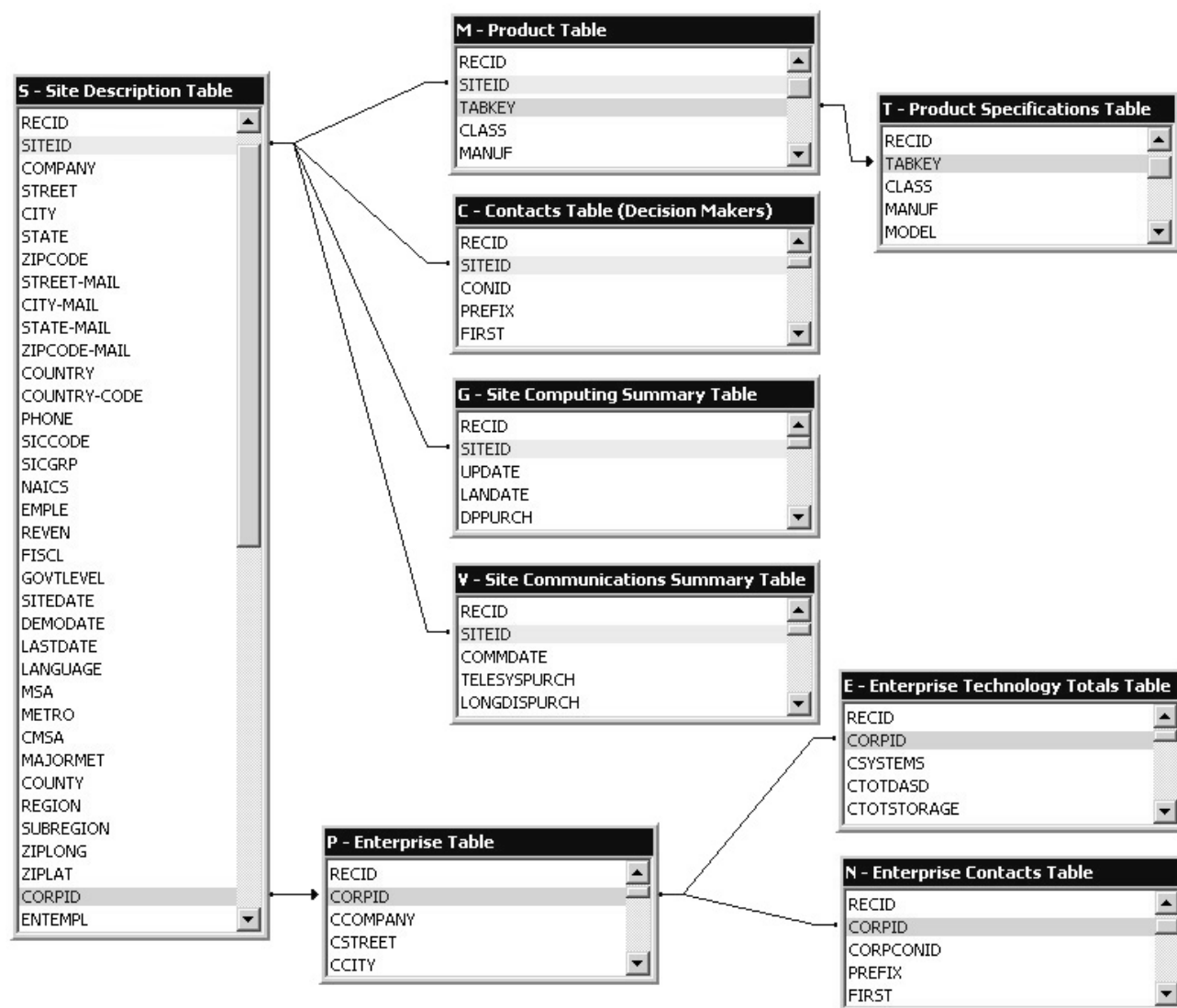


Figure 1 – Major Relationships Between the RDF Tables

Sample Data

Site Description Table

	Field Name	Type	Length	Value
1.	RECID	A	2	'OS'
2.	SITEID	I	9	'101003001'
3.	COMPANY	A	35	'Enterprise Company'
4.	STREET	A	35	'123 Main Street'
5.	CITY	A	21	'Brewster'
6.	STATE	A	2	'AL'
7.	ZIPCODE	A	10	'35044'
8.	STREET-MAIL	A	35	'P O Box 345'
9.	CITY-MAIL	A	21	'Brewster'
10.	STATE-MAIL	A	2	'AL'
11.	ZIPCODE-MAIL	A	10	'35055-0345'
12.	COUNTRY	A	14	'UNITED STATES'
13.	COUNTRY-CODE	A	2	'GB'
14.	PHONE	A	15	'205/555-3535'
15.	SICCODE	I	4	'2819'
16.	SICGRP	A	6	'MANUF '
17.	EMPLE	I	6	'100'
18.	REVEN	I	6	'21'
19.	FISCL	A	3	'DEC'
20.	GOVTLEVEL	A	1	' '

Site Computing Summary Table

	Field Name	Type	Length	Values
1.	RECID	A	2	'OG'
2.	SITEID	I	9	'101003001'
3.	UPDATE	A	6	'200108'
4.	LANDATE	A	6	'200103'
5.	DPPURCH	A	6	'PARENT'
6.	PCPURCH	A	6	'LOCAL'
7.	DW	A	1	'I'
8.	PROGRAMMERS	I	4	'1'

File Naming Conventions

Naming Convention

- Bytes 1-3 indicate the position of the media within the series of all media shipped for this job
- Forth byte ("R") indicates "relational" file format
- Fifth byte indicates the data table contained within this file (see data table list below)
- Sixth byte indicates the media type
- Bytes 7-8 indicate the position of this media within the series of media for a single data table
- File extension is always .TXT for the relational file format

Sample Filenames and Descriptions

- 001RSD01.txt - first diskette for the Site Description Table; first diskette overall
- 002RSD02.txt - second diskette for the Site Description Table; second diskette overall
- 003RCD01.txt - first diskette for the Contacts Table; third diskette overall

Data Table Listing (fifth byte of filename)

Table S	-	Site Description
Table L	-	Additional Site Descriptions
Table G	-	Site Computing Summary
Table V	-	Site Communications Summary
Table C	-	Contacts (decision-makers)
Table P	-	Enterprise
Table E	-	Enterprise Technology Totals
Table N	-	Enterprise Contacts
Table K	-	TechModels
Table A	-	Summary Product
Table M	-	Product
Table T	-	Product Specifications
Table R	-	External Reference (DUNS & infoUSA)
Table F	-	Additional Business Demographics
Table U	-	Client-Defined Data
Table O	-	Custom Scoring Data
Table B	-	Auxiliary Data
Table Y	-	Dynamic Data (temporary table)
Table H	-	Site e-Business Description
Table D	-	Co-Location



Contents

Introduction		v
Table S	- Site Description	1
Table L	- Additional Site Descriptions	2
Table G	- Site Computing Summary	3
Table V	- Site Communications Summary	4
Table C	- Contacts (Decision Makers)	5
Table P	- Enterprise	6
Table E	- Enterprise Technology Totals	7
Table N	- Enterprise Contacts	8
Table K	- TechModels	9
Table A	- Summary Product	10
Table M	- Product	11
Table T	- Product Specifications	12
Table R	- External Reference (DUNS & infoUSA)	13
Table F	- Additional Business Demographics	14
Table U	- Client-Defined Data	15
Table O	- Custom Scoring Data	16
Table B	- Auxiliary Data	17
Table H	- Site e-Business Description Table	18
Table D	- Co-Location	19
Table I	- Additional Site Contacts	20
Table J	- Site Technology Trend Table	21
Appendix A:	Expected QID Values for the Product Table	22
Appendix B:	Expected Class Values for the Product Specification Table	23
Appendix C:	Relational Database Format Templates	24
Table Y	- Dynamic Data	25



Site Description Table

The Site Description Table provides general information about a site, such as site name, address, industry, geography, and number of employees. This table also includes CORPID (field 34) which is a key into the Enterprise Table, which includes information about a site's parent organization (Table 6).

Layout for Table (S) – 72 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OS - Site record id
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	COMPANY	A	50	Company Name
4.	STREET	A	35	Physical Street Address
5.	CITY	A	34	Physical City
6.	STATE	A	2	Physical State
7.	ZIPCODE	A	10	Physical Zipcode
8.	STREET-MAIL	A	35	Mailing Street
9.	CITY-MAIL	A	34	Mailing City
10.	STATE-MAIL	A	2	Mailing State
11.	ZIPCODE-MAIL	A	10	Mailing Zipcode
12.	COUNTRY	A	14	Country
13.	COUNTRY-CODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
14.	PHONE	A	20	Phone
15.	SICCODE	A	4	SIC code (4-Digit)
16.	SICGRP	A	6	SIC Group
17.	NAICS	A	6	NAICS code (6-Digit)
18.	EMPLE	I	6	Site Employees
19.	REVEN	I	6	Estimated Revenue
20.	FISCL	A	3	Ending Month of Fiscal Year
21.	GOVTLEVEL	A	1	Government Level
22.	SITEDATE	A	6	Date added to database (YYYYMM)
23.	DEMDATE	A	6	Date of last Demographics Interview (YYYYMM)
24.	LASTDATE	A	6	Date of last Interview by Harte-Hanks (YYYYMM)
25.	LANGUAGE	A	3	Language Spoken
26.	MSA	A	4	MSA code
27.	METRO	A	3	Metro
28.	CMSA	A	2	CMSA code
29.	MAJORMET	A	3	Major Metro
30.	COUNTY	A	5	County Code (no longer contains NUTS4 information)
31.	REGION	A	6	Region
32.	SUBREGION	A	8	Sub region
33.	ZIPLONG	A	7	Zip centroid longitude
34.	ZIPLAT	A	7	Zip centroid latitude

35.	CORPID	A	5	Enterprise ID- HHMI assigned
36.	ENTEMPL	I	9	Enterprise or Standalone Business Employees
37.	ENTREVENUE	I	9	Enterprise or Standalone Business Revenue
38.	CORPHDQ	A	15	Enterprise status of Site
39.	HOMEPAGEURL	A	35	URL address of Site's Home Page
40.	STYPE	A	8	Type of Site
41.	REF-ID	A	8	Cross-reference to old 8-byte Site ID
42.	XREF-ID	A	9	Cross-reference to ID (Reserved)
43.	ASP-FLAG	A	1	Site identified as an Application Service Provider
44.	CHANNEL-FLAG	A	1	Identified as Channel Site
45.	CLEC-FLAG	A	1	Site identified as a Competitive Local Exchange Carrier
46.	CRM-FLAG	A	1	Identified as CRM Site
47.	E-BUSINESS-FLAG	A	1	Identified as E-Business Site
48.	COLOCATION-FLAG	A	1	Site identified as providing Colocation Services
49.	ISP-FLAG	A	1	Site identified as an Internet Service Provider
50.	STREET2	A	35	Physical Street Address 2 (E)
51.	STREET3	A	35	Street3 (E)
52.	COUNTY-PROVINCE	A	20	Physical County-Province (E)
53.	NUTS4-CODE	A	5	NUTS4-CODE (E) (formerly found in county-code)
54.	FREE-PHONE	A	20	Toll Free Phone Number (E)
55.	FAX	A	20	FAX Number (E)
56.	NA-CODE	A	4	NAF Code (French Company Registration Number) (E)
57.	REG-CODE	A	20	Company Registration Number (E)
58.	TURNOVER-CODE	A	2	Turnover Qualifier Code (E)
59.	TURNOVER-LOCAL	I	12	Annual Turnover (Revenue) in Local Currency (E)
60.	TURNOVER-EUROS	I	12	Annual Turnover (Revenue) in Euros (E)
61.	VAT-CODE	A	20	VAT Code (E)
62.	IT-EMPLOYEES	I	6	Number of IT Employees at Site (E)
63.	SITES-IN-COUNTRY	I	6	Total Number of Sites in Country for Company (E)
64.	EMP-INCO-INCNTY	I	9	Total Employees in Company in Country (E)
65.	REMOTE-WORKERS	I	6	Total Number of Workers connected remotely (E)
66.	EUROPE-SITEID	I	6	Alternate HHMI ID number (E)
67.	IT-EMPLE-RANGE	A	4	Number of IT Employees at site
68.	BRAZILTAX	A	14	Brazilian Tax Code (Brazilian Sites Only)
69.	NATLSORCE	A	3	National Ranking Source (E)
70.	NATLRANK	I	4	National Rank (E)
71.	EUROSOURCE	A	3	European Ranking Source (E)
72.	EURORANK	I	4	European Rank (E)

New / Changed fields shaded. Specific changes bolded.

(E): European data only

Field Descriptions — Alphabetical Listing

ASP-FLAG

Format: A1

Description: Site identified as an ASP (Application Service Provider)
Y Flagged as an ASP

X N Not flagged as an ASP

BRAZILTAX

Format: A14

Description: Brazilian Government tax code (Brazilian sites only)

CITY

Format: A34

Description: City where site is located

CITY-MAIL

Format: A34

Description: City for site's mailing address

CHANNEL-FLAG

Format: A1

Description: Identified as Channel site
Y Flagged as a Channel site

X N Not flagged as a Channel site

CLEC-FLAG

Format: A1

Description: Site identified as a CLEC (Competitive Local Exchange Carrier)
Y Flagged as a CLEC site

X N Not flagged as a CLEC site

CMSA

Format: A2

Description: Consolidated metropolitan statistical area code (CMSA - similar to Major Metro)

Related: MAJORMET

COLOCATION-FLAG

Format: A1

Description: Identified as Colocation site
Y Flagged as a Colocation site

X N Not flagged as a Colocation site

COMPANY

Format: A50

Description: Site name

CORPID**Format:** A5

Description: Harte-Hanks Market Intelligence-Assigned code providing linkage to the Parent Enterprise

CORPHDQ

Format: A15

Description: What is the Enterprise status of this site?

Value(s):

ULTIMATE HQ	(formerly H)
DIVISIONAL HQ	(formerly D)
STANDALONE HQ	(formerly S)
BRANCH	(formerly B)
NOT LINKED	(formerly X)

COUNTRY

Format: A14

Description: Country where site is located

COUNTRY-CODE

Format: A2

Description: 2-letter standard country code of site - ISO 3166-1

Value(s):

AR	Argentina
AT	Austria
BE	Belgium
BR	Brazil
CA	Canada
CH	Switzerland
CL	Chile
CO	Colombia
DE	Germany
DK	Denmark
EC	Ecuador
ES	Spain
FI	Finland
FR	France
GB	United Kingdom (Great Britain)
IE	Ireland
IT	Italy
LU	Luxembourg
MX	Mexico
NL	Netherlands
NO	Norway
PE	Peru
PT	Portugal
SE	Sweden

US	United States
VE	Venezuela

COUNTY

Format: A5

Description: 5-Digit County Code for U.S. data. Blank for Canadian and European sites

Related: COUNTY-NAME

COUNTY-PROVINCE

Format: A20

Description: Physical County-Province (European data only)

CRM-FLAG

Format: A1

Description: Identified as CRM site

Y	Flagged as a CRM site
---	-----------------------

X N	Not flagged as a CRM site
------------	----------------------------------

DEMODATE

Format: A6

Description: Date of last demographics interview (YYYYMM)

E-BUSINESS-FLAG

Format: A1

Description: Identified as E-Business site

Y	Flagged as a E-Business site
---	------------------------------

X N	Not flagged as a E-Business site
------------	---

EMP-INCO-INCNTY

Format: I9

Description: Total Number of Employees in Company in Country (E)

EMPLE

Format: I6

Description: Number of Employees at site

ENTEMPL**Format: I9**

Description: Total number of Enterprise or (if Standalone), site employees

ENTREVENUE

Format: I9

Description: Enterprise / Standalone revenue (in millions)

EUROPE-SITEID

Format: I6

Description: Alternate HHMI ID number (European data only)

EURORANK**Format:** I4**Description:** European Rank (European data only)**EUROSOURCE****Format:** A3**Description:** European Ranking Source (European data only)**FAX****Format:** A20**Description:** FAX Number (European data only)**FISCL****Format:** A3**Description:** Ending month of fiscal year**Value(s):**

APR	April
AUG	August
DEC	December
FEB	February
JAN	January
JUL	July
JUN	June
MAR	March
MAY	May
NOV	November
OCT	October
SEP	September

FREE PHONE**Format:** A20**Description:** Toll free phone number (European data only)**GOVTLEVEL****Format:** A1**Description:** Level indicator for Government sites**Value(s):**

F	Federal
L	Local
S	State

HOME PAGE URL**Format:** A35**Description:** URL address for site's Home Page

ISP-FLAG

Format: A1

Description: Site identified as an ISP (Internet Service Provider)

Y Flagged as an ISP

X N Not flagged as an ISP**IT-EMPLE-RANGE****Format: A4**

Description: Range of IT employees at Site

Value(s):

1	1 - 4
5	5 - 9
10	10 - 24
25	25 - 49
50	50 - 99
100	100 - 249
250	250 - 499
500	500 or more

IT-EMPLOYEES

Format: I6

Description: Number of IT employees at Site (European Data Only)

Value(s):

LANGUAGE

Format: A3

Description: 3-letter Code for language spoken at the site (European sites only)

Value(s):

DAN	Danish
DUT	Dutch
ENG	English
FIN	Finnish
FRE	French
GER	German
ITA	Italian
NOR	Norwegian
POR	Portuguese
SPA	Spanish
SWE	Swedish

LASTDATE

Format: A6

Description: Date of Most Recent Interview by Harte-Hanks Market Intelligence - YYYYMM

MAJORMET

Format: A3

Description: 3-Letter code of Major Metropolitan Area. Major metro is a CMSA, or a MSA with 1 million + population. NECMA is used in place of MSA in New England states.

Related: **CMSA, MSA**

METRO

Format: A3

Description: 3-Letter code for Metropolitan Area (MSA). MSA is used except in New England, where NECMA is used.

Related: **MSA**

MSA

Format: A4

Description: Metropolitan Statistical Area (or NECMA for New England states).

Related: **METRO**

NA-CODE

Format: A4

Description: NAF Code (French Company Registration Number. European data only.)

NAICS

Format: A6

Description: 6-digit North American Industrial Classification System (replaced SIC in 1997)

Related: **SICCODE**

NATLRANK

Format: I4

Description: National Rank (European data only)

NATLSOURCE

Format: A3

Description: National Rank (European data only)

NUTS4-CODE

Format: A5

Description: NUTS4-CODE (European data only)

PHONE

Format: A20

Description: Phone Number – Area Code + Number for U.S. and Canada. Europe - in country phone number only -no country code

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value(s): OS Site Description record

REF-ID**Format: A8**

Description: Cross-reference to old 8-byte Site ID

REG-CODE

Format: A20

Description: Company registration number (European data only)

REGION

Format: A6

Description: Region of country in which site is located for US sites. NUTS level 2 code for European sites

Value(s):

CANADA	Canada (CAN-CEN, CAN-EAST, CAN-WEST)
N-CEN	North-Central (E-N-CEN, W-N-CEN)
N-EAST	North-East (MID-ATL, NEW-ENG)
SOUTH	South (E-S-CEN, SOU-ATL, W-S-CEN)
WEST	West (MOUNTAIN, PACIFIC)

REMOTE-WORKERS

Format: I6

Description: Total number of workers connected remotely (European data only)

REVEN

Format: I6

Description: Estimated amount of revenue for site (\$millions) - (Modeled by HHMI). For Canadian sites, values are in U.S. dollars. European site data is collected. Values are in U.S. dollars.

SICCODE**Format: A4**

Description: 4-Digit Standard Industrial Classification Code

SICGRP

Format: A6

Description: Harte-Hanks Market Intelligence standard industry groups

Value(s):

AG-M-C	Agriculture/Mining/Construction
EDUC	Education
F-I-RE	Finance/Insurance/Real Estate
GOVT	Government
MANUF	Manufacturing
MED	Medical
NON-CL	Non-Classified
SVCS	Services
TR-UTL	Transportation/Utilities
WHL-RT	Wholesale/Retail

SITEDATE

Format: A6

Description: Date this site was added to the CI Technology Database™ - YYYYMM

SITEID

Format: I9

Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.

Value(s):

0XXXXXXX	First digit - country code
X00XXXXX	Second and third digit - state or country code
XXX000000	Fifth thru eighth digit - unique number within the state, province or country

1 USA

01	AL	
	XXX000000	Unique number within the state
02	AK	
	XXX000000	Unique number within the state
03	AZ	
	XXX000000	Unique number within the state
04	AR	

05	XXX000000	Unique number within the state
	CA	
06	XXX000000	Unique number within the state
	CO	
07	XXX000000	Unique number within the state
	CT	
08	XXX000000	Unique number within the state
	DC	
09	XXX000000	Unique number within the state
	DE	
10	XXX000000	Unique number within the state
	FL	
11	XXX000000	Unique number within the state
	GA	
12	XXX000000	Unique number within the state
	HI	
13	XXX000000	Unique number within the state
	ID	
14	XXX000000	Unique number within the state
	IL	
15	XXX000000	Unique number within the state
	IN	
16	XXX000000	Unique number within the state
	IA	
17	XXX000000	Unique number within the state
	KS	
18	XXX000000	Unique number within the state
	KY	
19	XXX000000	Unique number within the state
	LA	
20	XXX000000	Unique number within the state
	ME	
21	XXX000000	Unique number within the state
	MD	
22	XXX000000	Unique number within the state
	MA	
23	XXX000000	Unique number within the state
	MI	
24	XXX000000	Unique number within the state
	MN	
25	XXX000000	Unique number within the state
	MS	
26	XXX000000	Unique number within the state
	MO	
27	XXX000000	Unique number within the state
	MT	
	XXX000000	Unique number within the state

28	NE	
	XXX000000	Unique number within the state
29	NV	
	XXX000000	Unique number within the state
30	NH	
	XXX000000	Unique number within the state
31	NJ	
	XXX000000	Unique number within the state
32	NM	
	XXX000000	Unique number within the state
33	NY	
	XXX000000	Unique number within the state
34	NC	
	XXX000000	Unique number within the state
35	ND	
	XXX000000	Unique number within the state
36	OH	
	XXX000000	Unique number within the state
37	OK	
	XXX000000	Unique number within the state
38	OR	
	XXX000000	Unique number within the state
39	PA	
	XXX000000	Unique number within the state
40	RI	
	XXX000000	Unique number within the state
41	SC	
	XXX000000	Unique number within the state
42	SD	
	XXX000000	Unique number within the state
43	TN	
	XXX000000	Unique number within the state
44	TX	
	XXX000000	Unique number within the state
45	UT	
	XXX000000	Unique number within the state
46	VT	
	XXX000000	Unique number within the state
47	VA	
	XXX000000	Unique number within the state
48	WA	
	XXX000000	Unique number within the state
49	WV	
	XXX000000	Unique number within the state
50	WI	
	XXX000000	Unique number within the state
51	WY	
	XXX000000	Unique number within the state

2	Canada		
01	AB	XXX000000	Unique number within the province
02	BC	XXX000000	Unique number within the province
03	MB	XXX000000	Unique number within the province
04	NB	XXX000000	Unique number within the province
05	NF	XXX000000	Unique number within the province
06	NS	XXX000000	Unique number within the province
07	ON	XXX000000	Unique number within the province
08	PQ	XXX000000	Unique number within the province
09	SK	XXX000000	Unique number within the province
10	YU	XXX000000	Unique number within the province
11	PE	XXX000000	Unique number within the province
12	NT	XXX000000	Unique number within the province
3	Europe		
01	FR	XXX000000	Unique number within France
02	GB	XXX000000	Unique number within Great Britain
03	IE	XXX000000	Unique number within Ireland
04	BE	XXX000000	Unique number within Belgium
05	CH	XXX000000	Unique number within Switzerland
06	NL	XXX000000	Unique number within the Netherlands
07	LU	XXX000000	Unique number within Luxembourg
08	IT	XXX000000	Unique number within Italy
09	DE	XXX000000	Unique number within Germany
10	AT	XXX000000	Unique number within Austria
11	ES	XXX000000	Unique number within Spain

12	PT	
	XXX000000	Unique number within Portugal
13	SE	
	XXX000000	Unique number within Sweden
14	NO	
	XXX000000	Unique number within Norway
15	DK	
	XXX000000	Unique number within Denmark
16	FI	
	XXX000000	Unique number within Finland
4	Latin America	
01	BR	
	XXX000000	Unique number within Brazil
02	MX	
	XXX000000	Unique number within Mexico
03	CL	
	XXX000000	Unique number within Chile
04	AR	
	XXX000000	Unique number within Argentina
05	CO	
	XXX000000	Unique number within Colombia
06	VE	
	XXX000000	Unique number within Venezuela
07	PE	
	XXX000000	Unique number within Peru
08	EC	
	XXX000000	Unique number within Ecuador

SITES-IN-COUNTRY

Format: I6

Description: Total number of sites in country for company (European data only)

STATE

Format: A2

Description: Standard 2-letter State/Province abbreviation for U.S. and Canada, country abbreviation for Europe

Value(s):

Canada

AB	Alberta
BC	British Columbia
MB	Manitoba
NB	New Brunswick
NF NL	Newfoundland
NS	Nova Scotia
NT	Northwest Territory
ON	Ontario
PE	Prince Edward IS
PQ	Quebec

	SK	Saskatchewan
	YU	Yukon
United States		
	AK	Alaska
	AL	Alabama
	AR	Arkansas
	AZ	Arizona
	CA	California
	CO	Colorado
	CT	Connecticut
	DC	Washington
	DE	Delaware
	FL	Florida
	GA	Georgia
	HI	Hawaii
	IA	Iowa
	ID	Idaho
	IL	Illinois
	IN	Indiana
	KS	Kansas
	KY	Kentucky
	LA	Louisiana
	MA	Massachusetts
	MD	Maryland
	ME	Maine
	MI	Michigan
	MN	Minnesota
	MO	Missouri
	MS	Mississippi
	MT	Montana
	NC	North Carolina
	ND	North Dakota
	NE	Nebraska
	NH	New Hampshire
	NJ	New Jersey
	NM	New Mexico
	NV	Nevada
	NY	New York
	OH	Ohio
	OK	Oklahoma
	OR	Oregon
	PA	Pennsylvania
	RI	Rhode Island
	SC	South Carolina
	SD	South Dakota
	TN	Tennessee
	TX	Texas
	UT	Utah
	VA	Virginia
	VT	Vermont
	WA	Washington
	WI	Wisconsin
	WV	West Virginia

WY Wyoming

STATE-MAIL

Format: A2

Description: Site's state mailing address - See STATE for codes

STREET2

Format: A35

Description: Physical street address 2 (European data only)

STREET3

Format: A35

Description: Physical street address 3 (European data only)

STREET

Format: A35

Description: Site's physical street address

STREET-MAIL

Format: A35

Description: Site's mailing street address

STYPE

Format: A8

Description: Level of Site detail available

Value(s):

**ENHANCED
STANDARD**

**(formerly E)
(formerly S)**

SUBREGION

Format: A8

Description: Sub region of country in which site is located. NUTS level 3 codes for European sites

Value(s):

CAN-CEN	Central Canada (ON)
CAN-EAST	Eastern Canada (NB, NF, NS, PE, PQ)
CAN-WEST	Western Canada (AB, BC, MB, NT, SK, YU)
E-N-CEN	East-North Central (IL, IN, MI, OH, WI)
E-S-CEN	East-South Central (AL, KY, MS, TN)
MID-ATL	Middle Atlantic (NJ, NY, PA)
MOUNTAIN	Mountain states (AZ, CO, ID, MT, NM, NV, UT, WY)
NEW-ENG	New England (CT, MA, ME, NH, RI, VT)
PACIFIC	Pacific states (AK, CA, HI, OR, WA)
SOU-ATL	Southern Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WA)
W-N-CEN	West-North Central (IA, KS, MN, MO, ND, NE, SD)
W-S-CEN	West-South Central (AR, LA, OK, TX)

TURNOVER-CODE

Format: A2

Description: Turnover Qualifier (European data only)

TA	Total Assets
SA	Sales
PI	Premium Income
GS	Group Sales
GD	Group Division Sales
ES	European Company Sales
DI	Donation Income

TURNOVER-EUROS

Format: I12

Description: Annual turnover (Revenue) in Euros (European data only)

TURNOVER-LOCAL

Format: I12

Description: Annual turnover (Revenue) in local currency (European data only)

VAT-CODE

Format: A20

Description: VAT Code (European data only)

XREF-ID**Format: A9**

Description: Cross-reference to ID (Reserved)

ZIPCODE

Format: A10

Description: Site 9-digit zipcode. Canadian sites - 6-character postal code (e.g., 'M5S 2W4')

ZIPCODE-MAIL

Format: A10

Description: Site 9-digit mailing zipcode

ZIPLAT

Format: A7

Description: 0000000 - Seven digit latitude identifier for zipcode centroid

Value(s): **000XXXX** Three digit latitude in degrees**XXX000X**

Three digit fraction of degree latitude

XXXXXX0

Single digit hemispheric latitude

N

North

S

South

Related: **ZIPCODE, LATITUDE**

Format: A7

Description: 0000000 - Seven digit longitude identifier for zipcode centroid

Value(s): **000XXXX** Three digit longitude in degrees

XXX000X	Three digit fraction of degree longitude
----------------	--

XXXXXX0	Single digit hemispheric longitude
---------	------------------------------------

E East

W West



Additional Site Descriptions Table

The Additional Site Descriptions Table supplies the long, descriptive version of encoded values in other tables. As an example, 'SFO' may appear in the METRO field in the Site Description Table. In this table, the METRO-NAME is "San Francisco." Similar logic applies to COUNTY, MAJOR-METRO, etc. You can continue to use the three-byte encoded version of these values in the other tables, or you can substitute the expanded version in its place. This capability is useful for reporting.

In addition, there are various levels of industry breakdown offered here (SICVERTICAL, SICSUBGROUP, SIC3-DESC, etc.).

Layout for Table (L) – 15 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OL - Additional Site Descriptions record
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	METRO-NAME	A	20	Metro Name (no longer contains NUTS2-Desc)
4.	MAJMETRO-NAME	A	20	Major Metro Name (no longer contains NUTS3-Desc)
5.	COUNTY-NAME	A	20	County Name (no longer contains NUTS4-Desc)
6.	SIC2-DESC	A	50	2-digit SIC Code Description
7.	SIC3-DESC	A	50	3-digit SIC Code Description
8.	SIC4-DESC	A	50	4-digit SIC Code Description
9.	SICVERTICAL	A	12	Vertical Industry Group Description
10.	SICSUBGROUP	A	12	Industry Sub-Group Description
11.	NAICS3-DESC	A	50	3-digit NAICS Code Description
12.	NAICS6-DESC	A	50	6-digit NAICS Code Description
13.	LATA-NAME	A	20	LATA Name
14.	TELCO-NAME	A	24	Serving TELCO Name
15.	NUTS4-DESC	A	50	European NUTS Level 4 Description (E)

New / Changed fields shaded. Specific changes bolded.

(E): European data only

Field Descriptions - Alphabetical Listing

COUNTY-NAME

Format: A20
Description: Full name of county for U.S. sites.
Related: COUNTY

LATA-NAME

Format: A20
Description: Full name of Local Access Transport Area (LATA) for U.S. sites.
Related: LATA

MAJMETRO-NAME

Format: A20
Description: Full name of major metro area for U.S. sites.
Related: MAJORMET

METRO-NAME

Format: A20
Description: Full name of MSA metro area for U.S. sites.
Related: METRO

NAICS3-DESC

Format: A50
Description: Description of first three digits of NAICS CODE
Related: NAICS

NAICS6-DESC

Format: A50
Description: Description of first six digits of NAICS CODE
Related: NAICS

NUTS4-DESC

Format: A50
Description: European NUTS Level 4 Description (European data only)

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s):
OL Additional Site Descriptions record

SIC2-DESC

Format: A50
Description: Description of first two digits of SICCODE
Related: SICCODE

SIC3-DESC

Format: A50
Description: Description of first three digits of SICCODE
Related: SICCODE

SIC4-DESC

Format: A50
Description: Description of SIC CODE
Related: SICCODE

SICSUBGROUP

Format: A12
Description: Harte-Hanks Market Intelligence standard industry sub-group abbreviation. The nine (9) industry groups (see SICGRP) are divided into 25 industry sub-groups.

SICVERTICAL

Format: A12
Description: Harte-Hanks Market Intelligence industry vertical market segments. The 25 industry sub-groups (see SICSUBGRP) are divided into 80 industry verticals.

SITEID

Format: I9
Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
Value(s):
See Site Description Table, Chapter 1, page 1.10

TELCO-NAME

Format: A24
Description: Full name of local telephone company that serves this site
Related: TELCO



Site Computing Summary Table

The Site Computing Summary Table supplies a summary of the hardware and software resources at a site, including computers, printers, terminals, LAN information, operating systems, and more. This table includes over many of the most commonly requested totals, like total number of PCs or LAN nodes, both installed and planned. The totals have been calculated for you, so finding a relevant value is easy and convenient.

Layout for Table (G) – 95 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OG - Computing Summary record id
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	UPDATE	A	6	Computer/Internet Update (YYYYMM)
4.	LANDATE	A	6	LAN Update (YYYYMM)
5.	DPPURCH	A	6	IT Purchasing Decisions (Local/Parent)
6.	PCPURCH	A	6	PC Purchasing Decisions (Local/Parent)
7.	DW	A	1	Data Warehousing
8.	PROGRAMMERS	A	4	Number of Programmers
9.	TOTDASD	I	12	Site Total System DASD capacity
10.	PLANLSTOR	I	12	Planned LAN and/or SAN Storage capacity
11.	TOTSTORAGE	I	12	Site Total Storage Capacity (including network and web)
12.	TOTMAIN	I	6	Total Mainframe Computers
13.	PLANIBMPCM	I	6	Planned IBM/PCM Mainframes
14.	TOTIBMPCM	I	6	Total A370 Mainframe Computers
15.	TOTNONIBMPCM	I	6	Total Non-A370 Mainframe Computers
16.	TOTMIDRANGE	I	6	Total Midrange Computers
17.	PLANMIDR	I	6	Planned Midrange Computers
18.	TOTAS400	I	6	Total AS400 Computers
19.	TOTALPHASVR	I	6	Total Alphaservers
20.	TOTIBMMID	I	6	Total IBM Midrange Computers
21.	TOTWKS	I	6	Total Workstation Computers
22.	PLANWKS	I	6	Planned Workstation Computers
23.	TOTVAX	I	6	Total VAX
24.	TOTVAXALL	I	6	Total VAX and MicroVAX
25.	TOTNONPC	I	6	Total Non-PC Computer Systems
26.	TOTPC	I	6	Total Installed Personal Computers
27.	PLANPC	I	6	Total Planned Personal Computers
28.	TOTDESK	I	6	Total Install Desktop Personal Computers
29.	PLANDESK	I	6	Total Planned Desktop Personal Computers
30.	TOTPORT	I	6	Total Install Portable Personal Computers
31.	PLANPORT	I	6	Total Planned Portables Personal Computers
32.	TOTPENT	I	6	Total Installed Pentium Computers
33.	PLANPENT	I	6	Total Planned Pentium Computers
34.	TOTPREPENT	I	6	Total Pre-Pentium Computers
35.	TOTAPPLE	I	6	Total Apple Computers (formerly TOTMAC)

36.	PLANAPPLE	I	6	Total Planned Apple Computers (formerly PLANMAC)
37.	TOTPOWERPC	I	6	Total Installed PowerPC Computers
38.	PLANPOWERPC	I	6	Total Planned PowerPC Computers
39.	TOTPRT	I	6	Total Printers
40.	TOTSYSTPRT	I	6	Total System Printers
41.	PLANSYSPRT	I	6	Planned System Printers
42.	TOTCOLORPRT	I	6	Total Installed Color Printers
43.	TOTPAGEPRT	I	6	Total Installed Page Printers
44.	PLANPAGEPRT	I	6	Total Planned Page Printers
45.	PLANUPS	I	6	Planned UPS (Uninterruptible Power Supply)
46.	TOTTAPE	I	6	Total Tape Drives (Tape, Helical)
47.	TOTNODES	I	6	Total LAN Nodes
48.	TOTLAN	I	6	Total LAN
49.	TOTSERVER	I	6	Total Installed Servers (LAN + Internet)
50.	PLANSERVER	I	6	Total Planned Servers (LAN + Internet)
51.	TOTLANSVR	I	6	Total Installed LAN Servers
52.	PLANLANSVR	I	6	Total Planned LAN Servers
53.	TOTINSVR	I	6	Total Internet Servers
54.	PLANINSVR	I	6	Total Planned Internet Servers
55.	TOTPCSERVER	I	6	Total Installed PC Servers (may be LAN or Internet)
56.	TOTLANHUB	I	6	Total Installed LAN Hubs
57.	PLANLANHUB	I	6	Total Planned LAN Hubs
58.	PLANLANSW	I	6	Planned LAN Switches
59.	TOTROUTER	I	6	Total Installed LAN Routers
60.	PLANROUTER	I	6	Total Planned LAN Routers
61.	PLANRAS	I	6	Planned RAS (Remote Access Server)
62.	UNIX-STATUS	A	1	Presence of UNIX at site
63.	DRECOVER-STATUS	A	1	Disaster Recovery (I/P/B)
64.	INSVRSW-STATUS	A	1	Web Server Software (I/P/B)
65.	INETAPPS-STATUS	A	1	Internet Applications (I/P/B)
66.	LANOS-STATUS	A	1	LAN Operating System (I/P/B)
67.	LANSFT-STATUS	A	1	LAN Software (I/P/B)
68.	LANSVCS-STATUS	A	1	LAN Services (I/P/B)
69.	LANMNT-STATUS	A	1	LAN Maintenance (I/P/B)
70.	SWSVCS-STATUS	A	1	Software Services (I/P/B)
71.	INETSVC-STATUS	A	1	Internet Services (I/P/B)
72.	HWSVCS-STATUS	A	1	Hardware Services (I/P/B)
73.	HWMNT-STATUS	A	1	Hardware Maintenance (I/P/B)
74.	ETHERNET-STATUS	A	1	Ethernet Status (I/P/B)
75.	TOKENRNG-STATUS	A	1	Token-Ring Status (I/P/B)
76.	ARCNET-STATUS	A	1	Arcnet Status (I/P/B)
77.	FDDI-STATUS	A	1	FDDI Status (I/P/B)
78.	LOCALTLK-STATUS	A	1	Localtalk Status (I/P/B)
79.	OTH-LAN-STATUS	A	1	Other LAN Status (I/P/B)
80.	UNSPEC-LAN-STATUS	A	1	Unspecified LAN Status (I/P/B)
81.	ATM-LAN-STATUS	A	1	ATM LAN Status (I/P/B)
82.	ETHER100-STATUS	A	1	Ether100 Status (I/P/B)
83.	GIGAETHER-STATUS	A	1	Gigabit Ethernet Status (I/P/B)

84.	WIRELESS-LAN-STATUS	A	1	Wireless LAN Status (I/P/B)
85.	INETUSER	A	4	Total Internet Users at Site (Employees)
86.	INETDEVLPR	A	4	Total Web Developers at Site (formally I - length of 6)
87.	INETACCESS	A	1	Internet Access Type
88.	TOTAL-PCs-IN-COUNTRY	I	6	Total PCs in Company in Country (E)
89.	TOTTHINCLIENTS	I	6	Total Installed Thin Clients (E)
90.	PLANTHINCLIENTS	I	6	Total Planned Thin Clients (E)
91.	SANEX	A	1	Planned SAN Expansion (Y/N)
92.	SAN-STATUS	A	1	Status of Storage Area Network (I/P/B)
93.	NAS-STATUS	A	1	Status of Network Attached Storage Devices (I/P/B)
94.	PLANSTORAGE	I	12	Total Storage Planned at the Site
95.	PLANWSTOR	I	12	Planned Web Server Storage Capacity

New / Changed fields shaded. Specific changes bolded.
(E): European data only

Field Descriptions - Alphabetical Listing

ARCNET-STATUS

Format: A1
Description: Arcnet LAN installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

ATM-LAN-STATUS

Format: A1
Description: ATM LAN installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

DPPURCH

Format: A6
Description: Are non-PC computer system purchasing decisions made locally or at parent organization?
Value (s):
LOCAL Decisions made locally
PARENT Decisions made at parent organization

DRECOVER-STATUS

Format: A1
Description: Disaster Recovery installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

DW

Format: A1
Description: Is Data Warehousing being used or planned at site?
Value (s):
I Installed
P Planned

ETHER100-STATUS

Format: A1
Description: Is a 100Mbps Ethernet LAN installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

ETHERNET-STATUS

Format: A1
Description: Is an Ethernet LAN installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

FDDI-STATUS

Format: A1
Description: Is an FDDI LAN installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

GIGAETHER - STATUS

Format: A1
Description: Is a Gigabit Ethernet LAN installed at site?
Values:
B Both Installed and Planned
I Installed
P Planned

HWMNT-STATUS

Format: A1
Description: Hardware Maintenance installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

HWSVCS-STATUS

Format: A1
Description: Hardware Services installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

INETACCESS

Format: A1
Description: What is your primary internet access of your site location?
Values:
D Dial-Up
I ISDN
T T1/T3
C Cable

S	XDSL
W	Wireless
X	No answer
U	Unspecified

INETAPPS-STATUS

Format:	A1
Description:	Internet Applications installed at site?
Value (s):	
B	Both Installed and Planned
I	Installed
P	Planned

INETDEVLPR

Format:	A4
Description:	Number of Internet/Web developers at site
Value (s):	
1	1 - 4
5	5 - 9
10	10 - 24
25	25 - 49
50	50 - 99
100	100 - 249
250	250 - 499
500	500 - 999
1000	1000 or more

INETSVCSTATUS

Format:	A1
Description:	Internet Services installed at site?
Value (s):	
B	Both Installed and Planned
I	Installed
P	Planned

INETUSER

Format:	A4
Description:	Number of Internet users at site
Values:	
1	1 – 4
5	5-9
10	10 -24
25	25 - 49
50	50 - 99
100	100 - 249
250	250 - 499
500	500 - 999
1000	1000 or more

INSVRSW -STATUS

Format: A1
Description: Web Server Software installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

LANDATE

Format: A6
Description: Date site was last updated for LAN data - YYYYMM
Related: UPDATE

LANMNT-STATUS

Format: A1
Description: LAN Maintenance installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

LANOS-STATUS

Format: A1
Description: LAN (Network) Operating System installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

LANSFT-STATUS

Format: A1
Description: LAN Software installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

LANSVCS-STATUS

Format: A1
Description: LAN Services installed at site?
Value (s):
B Both Installed and Planned
I Installed
P Planned

LOCALTLK-STATUS

Format: A1
Description: Is a Localtalk LAN installed at site?
Value (s):
B Both Installed and Planned

I	Installed
P	Planned

NAS-STATUS

Format:	A1
Description:	Status of Network Attached Storage Devices
Value (s):	
B	Both Installed and Planned
I	Installed
P	Planned

OTH-LAN-STATUS

Format:	A1
Description:	Is an "Other" LAN installed at site? (i.e., unclassified LAN type)
Value (s):	
B	Both Installed and Planned
I	Installed
P	Planned

PCPURCH

Format:	A6
Description:	Are PC purchasing decisions made locally or at the parent organization?
Value (s):	
LOCAL	Decisions made locally
PARENT	Decisions made at parent organization

OTH-LAN-STATUS

Format:	A1
Description:	Is an "Other" LAN installed at site? (i.e., unclassified LAN type)
Value (s):	
B	Both Installed and Planned
I	Installed
P	Planned

PLANAPPLE (FORMERLY PLANMAC)

Format:	I6
Description:	Total Planned Apple Computers

PLANIBMPCM

Format:	I6
Description:	Planned IBM/PCM Mainframe computers at site

PLANLANHUB

Format:	I6
Description:	Total number of planned LAN hubs at site

PLANLANSVR

Format: I6
Description: Number of planned LAN servers

PLANLANSW

Format: I6
Description: Planned Switches at site

PLANLSTOR

Format: I12
Description: Planned Network Storage (includes LAN and SAN) capacity at site (GB).

PLANMIDR

Format: I6
Description: Total planned midrange systems at site.

PLANPAGEPRT

Format: I6
Description: Total number of planned page printers at site

PLANPC

Format: I6
Description: Total Planned PCs at site

PLANPENT

Format: I6
Description: Total planned Pentium personal computers at site

PLANPORT

Format: I6
Description: Total planned portable personal computers at site

PLANPOWERPC

Format: I6
Description: Total planned PowerPC personal computers at site

PLANRAS

Format: I6
Description: Total number of planned Remote Access Servers

PLANROUTER

Format: I6
Description: Total number of planned LAN routers at site

PLANSERVER

Format: I6

Description: Total number of planned servers at site (LAN & Internet)

PLANSTORAGE

Format: I12

Description: Total planned storage at the site

PLANSYSPT

Format: I6

Description: Total number of Planned System Printers

PLANTHINCLIENTS

Format: I6

Description: Total Planned Thin Clients at site (European data only)

PLANUPS

Format: I12

Description: Total number Planned UPS (Uninterruptible Power Supply) systems

PLANWSTOR

Format: I6

Description: Planned Web Server Storage Capacity

PLANWKS

Format: I6

Description: Total planned workstation computers at site.

PROGRAMMERS

Format: A4

Description: Number of programmers at site

Value (s):

1	1 - 4
5	5 - 9
10	10 - 24
25	25 - 49
50	50 - 99
100	100 - 249
250	250 - 499
500	500 or more

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value (s):

OG Computing Summary record ID

SAN-STATUS

Format: A1
Description: Status of Storage Area Network
Value (s):
 B Both Installed and Planned
 I Installed
 P Planned

SANEX

Format: A1
Description: Planned SAN Expansion
Value (s):
 Y Yes
 N No

SITEID

Format: I9
Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
Value (s):
 See Site Description Table, Section 1, page 1.10

SWSVCS-STATUS

Format: A1
Description: Software Services installed at site?
Value (s):
 B Both Installed and Planned
 I Installed
 P Planned

TOKENRNG-STATUS

Format: A1
Description: Is Token Ring LAN installed at site?
Value (s):
 B Both Installed and Planned
 I Installed
 P Planned

TOTAPPLE (FORMERLY TOTMAC)

Format: I6
Description: Total installed Apple computers

TOTBMPCM

Format: I6
Description: Total installed A370 Mainframe systems at site

TOTAL-PCS-IN-COUNTRY

Format: I6
Description: Total PCs in company in country (European data only)

TOTALPHASVR

Format: I6
Description: Total installed Alpha servers at site

TOTAS400

Format: I6
Description: Total installed AS/400 computer systems at site

TOTCOLORPRT

Format: I6
Description: Total installed color printers at site

TOTDASD

Format: I12
Description: Total system DASD capacity at site (GB).

TOTDESK

Format: I6
Description: Total installed desktop personal computers at site

TOTIBMMID

Format: I6
Description: Total installed IBM midrange systems at site. Includes System 3X (32/34/36/38) and AS400 systems

TOTINSVR

Format: I6
Description: Total installed Internet servers at site

TOTLAN

Format: I6
Description: Total installed LANs at site

TOTLANHUB

Format: I6
Description: Total installed LAN hubs at site

TOTLANSVR

Format: I6
Description: Total installed LAN servers

TOTMAIN

Format: I6
Description: Total installed Mainframe computers

TOTMIDRANGE

Format: I6
Description: Total installed midrange computers at site (e.g. AS 400, VAX, SPARC)

TOTNODES

Format: I6
Description: Total installed LAN Nodes - includes LAN devices (PCs, printers, workstations, etc.) and LAN file servers.

TOTNONIBMPCM

Format: I6
Description: Total installed non-A370 mainframe systems at site

TOTNONPC

Format: I6
Description: Total installed non-PC computer systems at site

TOTPAGEPRT

Format: I6
Description: Total installed page printers at site

TOTPC

Format: I6
Description: Total installed Personal Computers at site

TOTPCSERVER

Format: I6
Description: Total number of installed PC servers at site

TOTPREPENT

Format: I6
Description: Total installed pre-Pentium personal computers at site

TOTPENT

Format: I6
Description: Total installed Pentium personal computers at site

TOTPORT

Format: I6
Description: Total installed portable personal computers at site

TOTPOWERPC

Format: I6
Description: Total installed PowerPC personal computers at site

TOTPRT

Format: I6
Description: Total installed printers at site

TOTROUTER

Format: I6
Description: Total installed LAN routers at site

TOTSERVER

Format: I6
Description: Total installed servers at site (LAN & Internet)

TOTSTORAGE

Format: I12
Description: Total storage capacity at site including network and Internet server storage (GB)

TOTSERVER

Format: I6
Description: Total installed servers at site (LAN & Internet)

TOTSYSPT

Format: I6
Description: Total installed system printers at site

TOTTAPE

Format: I6
Description: Total installed tape drives (Tape, Helical) at site (excludes tape libraries)

TOTTERM

Format: I6
Description: Total installed local terminals at site

TOTTHINCLIENTS

Format: I6
Description: Total installed Thin Clients at site (European data only)

TOTVAX

Format: I6
Description: Total installed VAX Systems at site (Does not include MicroVAX)

TOTVAXALL

Format: I6
Description: Total installed VAX and MicroVAX systems at site

TOTWKS

Format: I6
Description: Total installed workstations at site

UNIX-STATUS

Format: A1
Description: Is a non-PC UNIX operating system installed at site?
Value (s):

I Installed

UNSPEC-LAN-STATUS

Format: A1

Description: Is an unspecified LAN installed at site?

Value (s):

B	Both Installed and Planned
I	Installed
P	Planned

UPDATE

Format: A6

Description: Date of last update of core IT information (YYYYMM)

WIRELESS-LAN - STATUS

Format: A1

Description: Is a Wireless LAN installed at site?

Values:

B	Both Installed and Planned
I	Installed
P	Planned



Site Communications Summary Table

The Site Communications Summary Table supplies information about the telecommunications and Networks activity at a site, such as voice communications, telephone systems, networks lines and long distance usage. This table was previously broken into two tables – Site Telecommunications Table and Site Networks Table. Like the other Site Summary tables, the Site Communications Summary Table provides several site totals, which provide a quick reference for site analysis.

Layout for Table (V) – 63 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OV –Communications Summary record id
2.	SITEID	I	9	Site-ID - HHMI Assigned
3.	COMMDATE	A	6	Communications Update (YYYYMM)
4.	TELESYSPURCH	A	6	Voice Equip Purchasing Decisions
5.	LONGDISPURCH	A	6	Long Distance Purchasing Decisions
6.	TOTEXT	I	6	Total Phone Extensions
7.	PLANEXT	I	6	Planned Phone Extensions
8.	CALLCENTER	A	12	Status of Call Center (In/Out/Both)
9.	TELECALLERS	I	6	Total number of call center agents
10.	PBX-STATUS	A	1	PBX Status for site
11.	CO-SW-STATUS	A	1	CPE CO-Switch Status for site
12.	CENTREX-STATUS	A	1	CENTREX Status for site
13.	KEY-STATUS	A	1	Key System Status for site
14.	SINGLNE-STATUS	A	1	Single-Line Phone Status for site
15.	UNSP-PHN-STATUS	A	1	Unspecified Phone Sys Status for site
16.	LDEXP	I	8	Monthly Long Distance Expenditures(\$)
17.	LDOUT	I	3	Percent of Long Distance - Outbound
18.	LDIN	I	3	Percent of Long Distance - Inbound
19.	LDINTL	I	3	Percent of Long Distance - International
20.	LDDOM	I	3	Percent of Long Distance - Domestic
21.	LDOUTEXP	I	8	Total Monthly Long Distance Expenditures - Outbound
22.	LDINEXP	I	8	Total Monthly Long Distance Expenditures - Inbound
23.	LDTOTINEXP	I	8	Total Monthly Long Distance Expenditures – International
24.	LDTOTDOMEXP	I	8	Total Monthly Long Distance Expenditures – Domestic
25.	REMOTES	I	6	Total remote data communications sites (moved from Table 1)
26.	TOTTRUNK	I	6	Total Installed Trunks
27.	TOTDDDD	I	6	Total Installed Direct Dial Lines
28.	PLANDIAL	I	6	Planned Dial Lines
29.	TOT800	I	6	Total Installed 800/WATS Lines
30.	TOTTIE	I	6	Total Installed Tie/Leased Lines
31.	TOTTIEPRIV	I	6	Total Installed Tie/Leased Private Network Lines

32.	TOTTIEDED	I	6	Total Installed Tie/Leased Dedicated Lines	
33.	TOTISDN	I	6	Total Installed ISDN Lines	
34.	PLANISDN	I	6	Planned ISDN Lines	
35.	TOTT1	I	6	Total Installed T1 Lines	
36.	PLANT1	I	6	Planned T1 Lines	
37.	TOTT3	I	6	Total Installed T3 Lines	
38.	PLANT3	I	6	Planned T3 Lines	
39.	TOTXDSL	I	6	Total Installed XDSL Lines	
40.	PLANXDSL	I	6	Planned XDSL Lines	
41.	TOTDATA	I	6	Total Data Lines	
42.	MAXDATACOM	I	9	Maximum Data Line Speed	
43.	TOTCELL	I	6	Total Installed Cellular Phone Numbers	
44.	PRIVNET-STATUS	A	1	Private Network Status (Installed)	
45.	VPN-STATUS	A	1	Virtual Private Network Status	(I/P/B)
46.	ATM-STATUS	A	1	ATM Status	(I/P/B)
47.	FDDI-WAN-STATUS	A	1	FDDI WAN Status	(I/P/B)
48.	FRAME-STATUS	A	1	Frame Relay Status	(I/P/B)
49.	PKTSWITCH-STATUS	A	1	Packet Switching Status	(I/P/B)
50.	SMDS-STATUS	A	1	SMDS Status	(I/P/B)
51.	SONET-STATUS	A	1	SONET Status	(I/P/B)
52.	SW56-STATUS	A	1	SW56 Status	(I/P/B)
53.	X25-STATUS	A	1	X.25 Status	(I/P/B)
54.	ACD-STATUS	A	1	ACD Status	(I/P/B)
55.	PHONE-STATUS	A	1	Phone System Status	(I/P/B)
56.	VIP-STATUS	A	1	Voice Over IP Status	(I/P/B)
57.	WANSVCS-STATUS	A	1	WAN Services Status	(I/P/B)
58.	HOST-FLAG	A	1	Site identified as Host to Remote locations	
59.	HOST-REMOTES	I	6	Number of Remote locations communicating to Host	
60.	NETPURCH	A	6	Network Facilities Purchasing Decisions	
61.	REMOTES-IN-CNTRY	I	6	Remote Locations in Country (E)	
62.	REMOTESINTL	I	6	International Remote Sites (E)	
63.	PLANMOVE	A	1	Planned Move or Renovation	(Y/N)

New / Changed fields shaded. Specific changes bolded.

(E): European data only

Field Descriptions - Alphabetical Listing

ACD -STATUS

Format: A1
 Description: ACD installed at site?
 Value(s):

B	Both Installed and Planned
I	Installed
P	Planned

ATM-STATUS

Format: A1
 Description: ATM installed at site?
 Value(s):

B	Both Installed and Planned
I	Installed
P	Planned

CALLCENTER

Format: A12
 Description: Call Center located at site?

Value(s):

INBOUND	(formerly IN)
OUTBOUND	(formerly OUT)
INBND-OUTBND	(formerly BOTH)
NO	(formerly XXXX)

CENTREX-STATUS

Format: A1
 Description: CENTREX system installed at site?
 Value(s):

B	Both Installed and Planned
I	Installed
P	Planned

COMMDATE

Format: A6
 Description: Date site was last interviewed for Communications data - YYYYMM

CO-SW-STATUS

Format: A1
 Description: CPE CO-Switch installed at site?
 Value(s):

B	Both Installed and Planned
I	Installed
P	Planned

FDDI-WAN-STATUS

Format: A1
Description: FDDI over the WAN installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

FRAME-STATUS

Format: A1
Description: Frame Relay installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

KEY-STATUS

Format: A1
Description: Key system installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

HOST-FLAG

Format: A1
Description: Site identified as Host to Remote locations
Value(s):
H Host
R Remote
B Both
N Neither
X Unspecified

HOST- REMOTES

Format: I6
Description: Number of Remote locations communicating to Host

LDDOM

Format: I8
Description: Percent of Long Distance Expenditures - Domestic

LDEXP

Format: I8
Description: Monthly Long Distance Expenditures

LDIN

Format: I8
 Description: Percent of Long Distance Expenditures - Inbound

LDINEXP

Format: I8
 Description: Monthly Long Distance Expenditures - Inbound

LDINTL

Format: I3
 Description: Percent of Long Distance - International

LDOUT

Format: I3
 Description: Percent of Long Distance Expenditures - Outbound

LDOUTEXP

Format: I8
 Description: Monthly Long Distance Expenditures – Outbound

LDTOTDOMEXP

Format: I8
 Description: Monthly Long Distance Expenditures - Domestic

LDTOTINTEXP

Format: I8
 Description: Monthly Long Distance Expenditures - International

LONGDISPURCH

Format: A6
 Description: Are Long Distance Purchasing Decisions made Locally or at Parent?
 Value(s):
 LOCAL Decisions made locally
 PARENT Decisions made at parent organization

MAXDATACOM

Format: I9
 Description: What is the maximum data communications network line speed at the site?

NETPURCH

Format: A6
 Description: Are Network Facilities Purchasing Decisions made locally or at the Parent Organization?
 Value(s):
 LOCAL Decisions made locally
 PARENT Decisions made at parent

X25 -STATUS

Format: A1

Description: X.25 network installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

PHONE-STATUS

Format: A1
Description: Phone system installed at site? (any type, i.e., PBX, Centrex, Key-System)
Value(s):
B Both Installed and Planned
I Installed
P Planned

PLANDIAL

Format: I6
Description: Planned Dial Lines at site

PLANEXT

Format: I6
Description: Planned Phone Extensions at site

PLANISDN

Format: I6
Description: Planned ISDN Lines at site

PLANMOVE

Format: A1
Description: Planned Move or Renovation at site involving at least 5% of site employees
Value(s):
Y Yes
N No

PLANT1

Format: I6
Description: Planned T1 Lines at site

PLANT3

Format: I6
Description: Planned T3 Lines at site

PLANXDSL

Format: I6
Description: Planned XDSL Lines at site

PBX-STATUS

Format: A1
Description: Is a PBX system installed at site?
Value(s):

B	Both Installed and Planned
I	Installed
P	Planned

PRIVNET-STATUS

Format:	A1
Description:	Private Networks Installed
Value(s):	I Installed

RECID

Format:	A2
Description:	First two bytes of each record. Identifies table to which record belongs.
Value(s):	OV Telecommunications Summary record ID

REMOTES

Format:	I6
Description:	Total remote data communications locations?

REMOTES-IN-CNTRY

Format:	I6
Description:	Remote locations in country (European data only)

REMOTESINTL

Format:	I6
Description:	International Remote locations (European data only)

SINGLNE-STATUS

Format:	A1
Description:	Single line phone system installed at site?
Value(s):	B Both Installed and Planned I Installed P Planned

SITEID

Format:	I9
Description:	000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
Value(s):	See Site Description Table, Section 1, page 1.10.

SMDS -STATUS

Format:	A1
Description:	SMDS (Switched Multimegabit Data Service) installed at site?
Value(s):	B Both Installed and Planned I Installed P Planned

SONET -STATUS

Format: A1
Description: Sonet network installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

SW56 -STATUS

Format: A1
Description: Switched 56 data service installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

TELECALLERS

Format: I6
Description: Number of Call Center agents at site?

TELEMKTIN

Format: A1
Description: Inbound Call Center at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

TELEMKTOUT

Format: A1
Description: Outbound Call Center at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

TELESYSPURCH

Format: A6
Description: Are Telecommunications Equipment purchasing decisions made locally or at the parent organization?
Value(s):
LOCAL Decisions made locally
PARENT Decisions made at parent organization

TOT800

Format: I6
Description: Total Installed 800/WATS Lines

TOTCELL

Format: I6
Description: Total Installed Cellular Phones

TOTDATA

Format: I6
Description: Total Installed Data Lines

TOTDDD

Format: I6
Description: Total Installed Direct Dial Lines

TOTEXT

Format: I6
Description: Total installed Extensions on all phone systems at site

TOTISDN

Format: I6
Description: Total number of installed ISDN lines at site

TOTT1

Format: I6
Description: Total Installed T1 Lines

TOTT3

Format: I6
Description: Total Installed T3 Lines

TOTTIE

Format: I6
Description: Total Installed Tie/Leased Lines (Private Network and Dedicated)

TOTTIEDED

Format: I6
Description: Total Installed Tie/Leased Lines used as Dedicated lines

TOTTIEPRIV

Format: I6
Description: Total Installed Tie/Leased Lines used for Private Network

TOTTRUNK

Format: I6
Description: Number of installed trunks into phone system

TOTXDSL

Format: I6
Description: Total Installed XDSL Lines

UNSP-PHN-STATUS

Format: A1
Description: Is there an unspecified phone system installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

VIP -STATUS

Format: A1
Description: Voice Over IP installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

VPN-STATUS

Format: A1
Description: Virtual Private Network Status (I/P/B)
Value(s):
B Both Installed and Planned
I Installed
P Planned

WANSVCS-STATUS

Format: A1
Description: WAN Services installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned

X25 -STATUS

Format: A1
Description: X.25 network installed at site?
Value(s):
B Both Installed and Planned
I Installed
P Planned



Contacts Table (Decision Makers)

The Contacts Table provides a list of contacts at a site, complete with names, titles, addresses, and phone numbers. It lists people of responsibility in 18 functional areas, including Senior MIS Managers, PC Managers, Chief Executive Officers, etc. Use this table to generate mailing labels or telemarketing lists for your organization. Using the FUNCTIONS field, you can target your mailings to people with specific functional responsibilities, for example LAN Managers.

Layout for Table (C) – 25 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OC - Contact Record
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	CONID	A	6	Contact-ID - HHMI Assigned
4.	PREFIX	A	10	Prefix
5.	FIRST	A	20	First Name
6.	MIDDLE	A	20	Middle Name
7.	LAST	A	25	Last Name
8.	SUFFIX	A	3	Suffix
9.	TITLE	A	30	Title
10.	COMPANY	A	50	Company Name
11.	STREET	A	35	Street
12.	CITY	A	34	City
13.	STATE	A	2	State
14.	ZIPCODE	A	10	Zip code
15.	COUNTRY	A	14	Country
16.	COUNTRY-CODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
17.	PHONE	A	20	Phone
18.	FUNCTIONS	A	64	Functions
19.	CONSOURCE	I	9	Reserved
20.	EMAIL	A	50	E-Mail Address (Not Available at this time)
21.	LANGUAGE-CODE	A	3	Language Spoken (E)
22.	STREET2	A	35	Street Address 2 (E)
23.	STREET3	A	35	Street Address 3 (E)
24.	COUNTY-PROVINCE	A	20	County / Province Name (E)
25.	EUROPE-SITEID	I	6	Alternate HMI ID number (E)

New/Changed fields shaded. Specific changes bolded
(E): European data only

Field Descriptions - Alphabetical Listing

CITY

Format: A34

Description: City where site is located

COMPANY

Format: A50

Description: Site name

CONID

Format: A6

Description: Unique Contact Identifier within Site

CONSOURCE

Format: I9

Description: Reserved

COUNTRY

Format: A14

Description: Country where site is located

COUNTRY-CODE

Format: A2

Description: 2-letter standard country code of site - ISO 3166-1

Value(s):

AR	Argentina
AT	Austria
BE	Belgium
BR	Brazil
CA	Canada
CH	Switzerland
CL	Chile
CO	Colombia
DE	Germany
DK	Denmark
EC	Ecuador
ES	Spain
FI	Finland
FR	France
GB	United Kingdom (Great Britain)
IE	Ireland
IT	Italy
LU	Luxembourg
MX	Mexico
NL	Netherlands
NO	Norway

PE	Peru
PT	Portugal
SE	Sweden
US	United States
VE	Venezuela

COUNTY-PROVINCE

Format: A20

Description: County / Province Name (European data only)

EMAIL

Format: A50

Description: E-mail address (**Not available at this time**)

EUROPE-SITEID

Format: I6

Description: Alternate HMI ID number (European data only)

FIRST

Format: A20

Description: Contact's First Name

FUNCTIONS

Format: A64

Description: All functions (responsibilities) that apply to this contact.

Value(s):

CCM	Call Center Manager
CEO	Senior Executive (President/General Manager)
COM	Data Communications Manager
DIR	Senior Information Systems Manager
DBM	Database Manager (Europe Only)
ECM	E-Business Manager
ENG	Engineering Manager
FIN	Senior Financial Executive
LAN	LAN Networks Administrator
MID	Midrange Systems Manager (US / Canada Only)
OTS	Operations/Technical Support Manager
PC	Personal Computers Manager
PER	Human Resources Manager
PRM	Production Manager (Europe Only)
PUR	Purchasing Manager
SAL	Senior Sales/Marketing Manager (US / Canada Only)
SCS	Customer Service Manager (Europe Only)
SFT	Software/Applications Manager
SME	Senior Marketing Executive (Europe Only)
SSE	Senior Sales Executive (Europe Only)
SYS	Non-PC Systems Manager (Europe Only)
TEL	Telecommunications Manager

WEB	Webmaster/Internet Applications Manager
WKS	Workstations Systems Manager (US / Canada Only)

LANGUAGE-CODE

Format: A3

Description: Language spoken (European data only)

LAST

Format: A25

Description: Contact's Last Name

MIDDLE

Format: A20

Description: Contact's Middle Name

PHONE

Format: A20

Description: Phone Number - AREACODE + Number for U.S. and Canada. Europe - in country phone number only - no country code

PREFIX

Format: A10

Description: Prefix to Contact's Name (e.g., Mr., Ms., Mrs., Dr., etc.)

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value(s):

OC	Detail Contact Record ID
----	--------------------------

SITEID

Format: I9

Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.

Value(s):

See Site Description Table, Section 1, page 1.6.

STATE

Format: A2

Description: Standard 2-letter State/Province abbreviation for U.S. and Canada, country abbreviation for Europe

Value(s):

Canada

AB	Alberta
BC	British Columbia
MB	Manitoba
NF	New Foundland
NS	Nova Scotia
NT	Northwest Territory
ON	Ontario
PE	Prince Edward IS
PQ	Quebec

	SK	Saskatchewan
	YU	Yukon
<u>United States</u>		
	AK	Alaska
	AL	Alabama
	AR	Arkansas
	AZ	Arizona
	CA	California
	CO	Colorado
	CT	Connecticut
	DC	Washington
	DE	Delaware
	FL	Florida
	GA	Georgia
	HI	Hawaii
	IA	Iowa
	ID	Idaho
	IL	Illinois
	IN	Indiana
	KS	Kansas
	KY	Kentucky
	LA	Louisiana
	MA	Massachusetts
	MD	Maryland
	ME	Maine
	MI	Michigan
	MN	Minnesota
	MO	Missouri
	MS	Mississippi
	MT	Montana
	NC	North Carolina
	ND	North Dakota
	NE	Nebraska
	NH	New Hampshire
	NJ	New Jersey
	NM	New Mexico
	NV	Nevada
	NY	New York
	OH	Ohio
	OK	Oklahoma
	OR	Oregon
	PA	Pennsylvania
	RI	Rhode Island
	SC	South Carolina
	SD	South Dakota
	TN	Tennessee
	TX	Texas
	UT	Utah
	VA	Virginia
	VT	Vermont
	WA	Washington

WI	Wisconsin
WV	West Virginia
WY	Wyoming

STREET

Format: A35

Description: Company Street Address

STREET2

Format: A35

Description: Street Address 2 (European data only)

STREET3

Format: A35

Description: Street Address 3 (European data only)

SUFFIX

Format: A3

Description: Suffix to Contact's Name (e.g., Jr., Sr., III, etc.)

TITLE

Format: A30

Description: Contact's Title

ZIPCODE

Format: A10

Description: Company 9-digit zip code. Canadian Sites -6-character postal code (e.g. 'M5S 2W4')



Enterprise Table

The Enterprise Table supplies information about a site's parent organization (examples of these enterprises are corporations, government agencies, university systems), including such things as the number of employees and sales figures for the parent (Enterprise). There is one record in this table for each enterprise. Sites are linked to this enterprise using the CORPID field (field 34 on the Site Description Table). This is a one-to-many relationship; that is, one enterprise record can have many site records referring to that enterprise.

Layout for Table (P) – 35 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OP – Enterprise record
2.	CORPID	A	5	Enterprise Identifier - HHMI Assigned
3.	CCOMPANY	A	50	Enterprise Company Name
4.	CSTREET	A	35	Street
5.	CCITY	A	34	City
6.	CSTATE	A	2	State
7.	CZIPCODE	A	10	Zip code
8.	CCOUNTRY	A	14	Country
9.	CCOUNTRYCODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
10.	CPHONE	A	20	Phone
11.	CORP-TICKER	A	5	Ticker Symbol
12.	EXCHANGE	A	5	Listing Stock Exchange
13.	CORPTYPE	A	12	Type
14.	RANK	I	4	Rank
15.	CORPEMPL	I	9	Employees
16.	SALES	I	9	Sales (in millions of dollars)
17.	CYEAR	A	4	Year of Financial Information
18.	CFISCL	A	3	Ending Month of Fiscal Year
19.	CSICCODE	A	4	SIC code
20.	CNAICS	A	6	NAICS code (formally Integer)
21.	CNAICS-3DESC	A	50	3-digit NAICS code description
22.	CNAICS-6DESC	A	50	6-digit NAICS code description
23.	CSITES	I	6	Total North American TDB sites linked
24.	CTOTSITES	I	6	Total North American & European TDB sites linked
25.	CENHSITES	I	6	Total Enhanced (North American) sites linked
26.	CMETRO	A	3	Metro Code
27.	CMAJMETRO	A	3	Major Metro Code
28.	ALTTYPE	A	12	Alternate Type for Non-Fortune Corps
29.	ALTRANK	I	4	Alternate Rank (Forbes rank if both Fortune and Forbes)
30.	CDUNSI	A	9	Enterprise Duns Reference Number
31.	CINFOUSA	A	9	Enterprise InfoUSA (ABI) Reference Number
32.	CSIC2-DESC	A	50	Description of 2-digit SIC Key
33.	CORHPURL	A	35	URL address of Enterprise Home Page
34.	CTOTBRANCH	I	6	Total N Amer CITDB Branch Sites for Enterprise

35.	CTOTDIVHQ	I	6	Total N Amer CITDB Divisional HQ Sites for Enterprise
-----	-----------	---	---	---

New / Changed fields shaded. Specific changes bolded.
(E): European data only

Field Descriptions - Alphabetical Listing

ALTRANK

Format: I4
 Description: Ranking for Forbes 500 or other non-Fortune corps (for corps on both Fortune and Forbes lists)
 Related: ALTTYPE

ALTTYPE

Format: A1
 Description: Alternate CORPTYPE for non-Fortune corps. Corps that are on both Fortune and Forbes lists='P' here. All others have the same value as in "CORPTYPE."

Value(s):	CANADIAN	(formerly C)
	UNIVERSITY	(formerly E)
	FEDERAL GOVT	(formerly G)
	NON RANKED	(formerly N)
	FORBES 500	(formerly P)
	EUROPEAN	(formerly Q)
	STATE GOVT	(formerly S)

Related: ALTRANK

CCITY

Format: A34
 Description: Name of Enterprise city

CCOMPANY

Format: A50
 Description: Name of Enterprise
 Related: CORPID

CCOUNTRY

Format: A14
 Description: Name of Enterprise country

CCOUNTRYCODE

Format: A2
 Description: 2-Letter Standard Enterprise Country Code - ISO 3166-1
 Value(s):

AR	Argentina
AT	Austria
BE	Belgium
BR	Brazil
CA	Canada
CH	Switzerland
CL	Chile
CO	Colombia

DE	Germany
DK	Denmark
EC	Ecuador
ES	Spain
FI	Finland
FR	France
GB	United Kingdom (Great Britain)
IE	Ireland
IT	Italy
LU	Luxembourg
MX	Mexico
NL	Netherlands
NO	Norway
PE	Peru
PT	Portugal
SE	Sweden
US	United States
VE	Venezuela

CENHSITES

Format: I6

Description: Total Enhanced sites linked to Enterprise in the CI Technology Database™

CDUNSI**Format: A9**

Description: Enterprise DUNS number

CFISCL

Format: A3

Description: Ending month of fiscal year

Value(s):

APR	April
AUG	August
DEC	December
FEB	February
JAN	January
JUL	July
JUN	June
MAR	March
MAY	May
NOV	November
OCT	October
SEP	September

CINFOUSA**Format: A9**

Description: Enterprise infoUSA (ABI) number

CMAJMETRO

Format: A3
 Description: Major metro code for Enterprise headquarters location

CMETRO

Format: A3
 Description: Metro code for Enterprise headquarters location

CNAICS

Format: I6
 Description: Enterprise level NAICS code

CNAICS-3DESC

Format: A50
 Description: 3-digit NAICS code description

CNAICS-6DESC

Format: A50
 Description: 6-digit NAICS code description

CORP-TICKER

Format: A5
 Description: Stock exchange mnemonic of (ultimate Enterprise). Also known as Ticker symbol.

CORPID

Format: A5

Description: Harte-Hanks Market Intelligence assigned CORPID providing linkage to Enterprise

CORPEMPLE

Format: I9
 Description: Number of employees in the Enterprise (worldwide)

CORPHPURL

Format: A35
 Description: URL address for home page for corporation or Enterprise

CORPLEV

Format: A1
 Description: Reserved for future use

CORPTYPE

Format: A1
 Description: Enterprise type

Value(s):

CANADIAN	(formerly C)
UNIVERSITY	(formerly E)
FEDERAL GOVT	(formerly G)
NON-RANKED	(formerly N)

FORBES 500 (formerly P)
EUROPEAN (formerly Q)
STATE GOVT (formerly S)
FORTUNE 1000 (formerly F)

Related: ALTRANK

CPHONE

Format: A20

Description: Enterprise phone number

CSICCODE

Format: A4

Description: Enterprise level SIC code

CSIC-2DESC

Format: A50

Description: Description for 2-digit SIC code

CSITES

Format: I6

Description: Total North American sites linked to the Enterprise

CSTATE

Format: A2

Description: State for Enterprise

CSTREET

Format: A35

Description: Street for Enterprise

CTOTBRANCH

Format: I6

Description: Total number of North American branch sites in CITDB linked to enterprise

CTOTDIVHQ

Format: I6

Description: Total number of North American divisional headquarter sites in CITDB

CTOTSITES

Format: I6

Description: Total sites in North America or Europe linked to Enterprise

CYEAR

Format: A4

Description: Year for which enterprise financial information is reported (income, assets, sales, etc.) - YYYY

CZIPCODE

Format: A10
Description: Nine-digit zip code of Enterprise

EXCHANGE

Format: A5
Description: Enterprise stock exchange listing
Value(s):

AMEX	American Stock Exchange
MSE	Montreal Stock Exchange
NYSE	New York Stock Exchange
OTC	NASDAQ
TSE	Toronto Stock Exchange
OTH	Other Stock Exchange

RANK

Format: I4
Description: Enterprise rank within CORPTYPE (e.g., Ranked #123 in the Fortune 1000)

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s):

OP	Enterprise ID
----	---------------

SALES

Format: I9
Description: Enterprise sales (in millions)



Enterprise Technology Totals Table

The Enterprise Technology Totals Table supplies information about technology totals at site's parent organization (examples of these enterprises are corporations, government agencies, university systems). Enterprise technology totals are derived based on the responses collected during interviews with individual sites within the enterprise. They do not represent all of the technology at the enterprise—just what has been collected for sites included in CI Technology Database™ interviews.

There is one record in this table for each enterprise. Sites are linked to this enterprise using the CORPID field (field 35 on the Site Description Table). This is a one-to-many relationship; that is, one enterprise record can have many site records referring to that enterprise.

Layout for Table (E) – 32 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OE – Enterprise record
2.	CORPID	I	5	Enterprise Identifier - HHMI Assigned
3.	CSYSTEMS	I	6	Total Non-PC Computer Systems
4.	CTOTDASD	I	12	Total System DASD Capacity (GB)
5.	CTOTSTORAGE	I	12	Total Storage (GB) including Network and Web storage
6.	CTOTNODES	I	6	Total LAN Nodes
7.	CTOTMAIN	I	6	Total Mainframe Computers
8.	CTOTIBMPCM	I	6	Total IBM Mainframe Computers (formally CTOTA370)
9.	CTOTMIDR	I	6	Total Midrange Computers
10.	CTOTAS400	I	6	Total AS/400 Computer Systems
11.	CTOTWKS	I	6	Total Workstations
12.	CTOTSERVER	I	6	Total Servers (LAN and Web)
13.	CTOTLANSVR	I	6	Total LAN Servers
14.	CTOTINSVR	I	6	Total Web Servers
15.	CTOTPCSVR	I	6	Total PC Servers (LAN or Web)
16.	CTOTPC	I	6	Total PCs
17.	CTOTDESK	I	6	Total Installed Desktop PCs
18.	CTOTPORT	I	6	Total Installed Portable PCs
19.	CTOTEXT	I	6	Total Phone Extensions
20.	CTOTLAN	I	6	Total LANs
21.	CTOTDDD	I	6	Total Installed Direct Dial Lines
22.	CTOTT1	I	6	Total Installed T1 Lines
23.	CTOTDATA	I	6	Total Installed Data Lines
24.	CTOTTRUNK	I	6	Total Installed Trunk Lines
25.	CTOTLDEXP	I	12	Total Monthly LD Expense
26.	CTOTUPS	I	6	Total Installed UPS Systems
27.	CTOTPLANPC	I	6	Total Planned PCs at Enterprise
28.	CTOTPLANSVR	I	6	Total Planned Servers at Enterprise
29.	CTOTPLANPHONE	I	6	Total Planned Phone Systems at Enterprise
30.	CTOTISDN	I	6	Total ISDN Lines at Enterprise
31.	CTOT800	I	6	Total 800/Wats Lines at Enterprise

32. CDATGT56K I 6 Total Datacomm Lines GT 56Kbps

New / Changed fields shaded. Specific changes bolded.
(E): European data only

Field Descriptions - Alphabetical Listing

CDATGT56K

Format: I6
Description: Total Datacomm lines greater then 56Kbps (ISDN or above)

CORPID

Format: I5
Description: Harte-Hanks Market Intelligence assigned CORPID providing linkage to Enterprise

CSYSTEMS

Format: I6
Description: Total Non-PC computers in Enterprise

CTOT800

Format: I6
Description: Total 800/Wats Lines at Enterprise

CTOTAS400

Format: I6
Description: Total AS/400 computers in Enterprise

CTOTDASD

Format: I12
Description: Total DASD capacity in Enterprise (in GB)

CTOTDATA

Format: I6
Description: Total installed data lines at Enterprise

CTOTDDD

Format: I6
Description: Total installed direct dial lines at Enterprise

CTOTDESK

Format: I6
Description: Total installed desktop personal computers in Enterprise

CTOTEXT

Format: I6
Description: Total number of phone extensions in Enterprise

CTOTBMPCM

Format: I6
Description: Total IBM mainframe computers in Enterprise

CTOTINSVR

Format: I6
Description: Total Web servers in Enterprise

CTOTISDN

Format: I6
Description: Total ISDN Lines at Enterprise

CTOTLAN

Format: I6
Description: Total number of Local Area Networks in Enterprise

CTOTLANSVR

Format: I6
Description: Total LAN servers in Enterprise

CTOTLDEXP

Format: I6
Description: Total monthly LD expense at Enterprise

CTOTMAIN

Format: I6
Description: Total mainframe computers in Enterprise

CTOTMIDR

Format: I6
Description: Total midrange computers systems (excluding Workstations) in Enterprise

CTOTNODES

Format: I6
Description: Total LAN nodes in Enterprise

CTOTPC

Format: I6
Description: Total personal computers in Enterprise

CTOTPCSVR

Format: I6
Description: Total PC Servers in Enterprise

CTOTPLANPC

Format: I6
Description: Total Planned PCs at Enterprise

CTOTPLANPHONE

Format: I6
Description: Total Planned Phone Systems at Enterprise

CTOTPLANSVR

Format: I6
Description: Total Planned Servers at Enterprise

CTOTPORT

Format: I6
Description: Total installed portable personal computers at Enterprise

CTOTSERVER

Format: I6
Description: Total servers in Enterprise

CTOTSTORAGE

Format: I12
Description: Total storage (GB) including network and web storage

CTOTT1

Format: I6
Description: Total T1 lines at Enterprise

CTOTTRUNK

Format: I6
Description: Total trunk lines at Enterprise

CTOTUPS

Format: I6
Description: Total installed Uninterruptible Power Supply (UPS) systems in Enterprise

CTOTWKS

Format: I6
Description: Total installed Workstations in Enterprise

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s):
OE Enterprise ID



Enterprise Contacts Table

For certain types of parent organizations, Harte-Hanks Market Intelligence does a special interview directly with the parent organization and collects contact information for the parent organization (for example, the officers of the corporation).

This table contains the information for contacts at a particular parent. Individual contacts are linked to the parent by the CORPID field. There is a many-to-one relationship between the Enterprise Contacts Table and the Enterprise Table. That is, several contact records can belong to the same parent organization.

Layout for Table (N) – 19 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	ON - Corporate Contact Record
2.	CORPID	I	5	Enterprise Identifier - HHMI Assigned
4.	CORPCONID	A	6	Corporate Contact - ID
5.	PREFIX	A	10	Prefix
6.	FIRST	A	20	First Name
7.	MIDDLE	A	20	Middle Name
8.	LAST	A	25	Last Name
9.	SUFFIX	A	3	Suffix
10.	TITLE	A	30	Title
11.	CCOMPANY	A	50	Company Name
12.	CSTREET	A	35	Street
13.	CCITY	A	34	City
14.	CSTATE	A	2	State
15.	CZIPCODE	A	10	Zip code
16.	CCOUNTRY	A	14	Country
17.	CCOUNTRYCODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
18.	CPHONE	A	20	Phone
19.	FUNCTIONS	A	24	Functions

New / Changed fields shaded. Specific changes bolded.

(E): European data only

Field Descriptions - Alphabetical Listing

CCITY

Format: A34
Description: Contact's city

CCOMPANY

Format: A50
Description: Company name

CCOUNTRY

Format: A14
Description: Name of Enterprise country

CCOUNTRYCODE

Format: A2
Description: 2-Letter Standard Enterprise Country Code - ISO 3166-1

Value(s):

AR	Argentina
AT	Austria
BE	Belgium
BR	Brazil
CA	Canada
CH	Switzerland
CL	Chile
CO	Colombia
DE	Germany
DK	Denmark
EC	Ecuador
ES	Spain
FI	Finland
FR	France
GB	United Kingdom (Great Britain)
IE	Ireland
IT	Italy
LU	Luxembourg
MX	Mexico
NL	Netherlands
NO	Norway
PE	Peru
PT	Portugal
SE	Sweden
US	United States
VE	Venezuela

CORPID

Format: I5
Description: Corporate ID

CORPCONID

Format: A6
Description: Corporate contact ID

CPHONE

Format: A20
Description: Contact's phone

CSTATE

Format: A2
Description: Contact's state

CSTREET

Format: A35
Description: Contact's street address

CZIPCODE

Format: A10
Description: Contact's zip code

FIRST

Format: A20
Description: Contact's first name

FUNCTIONS

Format: A24
Description: Functions

CAO	Chief Accounting Officer (no longer collected)
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CIO	Chief Information Officer
COO	Chief Operations Officer
SEO	Senior Engineering Officer
SHR	Senior Human Resources Executive
SPO	Senior Purchasing Officer
STC	Senior Communications Officer
SVP	Senior Vice President (no longer collected)
SSE	Senior Sales Executive
CPO	Chief Privacy Officer

LAST

Format: A25

Description: Contact's Last Name

MIDDLE

Format: A20

Description: Contact's Middle Name

PREFIX

Format: A10

Description: Prefix to Contact's Name (e.g., Mr., Ms., Mrs., Dr., etc.)

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value(s):

ON Corporate Contact Record

SUFFIX

Format: A3

Description: Suffix to Contact's Name (e.g., Jr., Sr., III, etc.)

TITLE

Format: A30

Description: Title of Individual Reported to by Contact



TechModels Table

TechModels are **industry average values** calculated using the Enhanced Technology Profile data available in the CI Technology Database™. TechModels are modeled values available at every site in the database, representing the estimated amount of installed technology available at the site. TechModels are based on thousands of sites where Harte-Hanks Market Intelligence has done detailed technology interviews and are based on results in the same industry (2-digit SIC), and then normalized to the actual number of employees at that site.

Layout for Table (K) – 25 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OK - TechModel Record ID
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	ESTPC	I	8	Modeled estimate of total PCs
4.	ESTPORT	I	8	Modeled estimate of total Portable PCs
5.	ESTPENT	I	8	Modeled estimate of total Pentium PC's
6.	ESTMIDR	I	8	Modeled estimate of total Midrange Systems
7.	ESTWKS	I	8	Modeled estimate of total Workstations
8.	ESTINSVR	I	8	Modeled estimate of total Web Servers
9.	ESTSERVER	I	8	Modeled estimate of total Servers
10.	ESTLAN	I	8	Modeled estimate of total LANs
11.	ESTNODES	I	8	Modeled estimate of total LAN Nodes
12.	ESTHUB	I	8	Modeled estimate of total LAN Hubs
13.	ESTROUTER	I	8	Modeled estimate of total LAN Routers
14.	ESTPRINTER	I	8	Modeled estimate of total Printers
15.	ESTPAGEPRT	I	8	Modeled estimate of total Page Printers
16.	ESTDASD	I	8	Modeled estimate of total DASD Capacity in GB
17.	ESTTSTOR	I	8	Modeled estimate of total Storage Capacity at Site
18.	ESTEXT	I	8	Modeled estimate of total Phone Extensions
19.	ESTDDD	I	8	Modeled estimate of total Dial Lines
20.	ESTCALLERS	I	8	Modeled estimate of total Telecallers (call center)
21.	ESTISDN	I	8	Modeled estimate of total ISDN Lines
22.	ESTT1	I	8	Modeled estimate of total T1 lines
23.	ESTT3	I	8	Modeled estimate of total T3 Lines
24.	ESTLDEXP	I	8	Modeled estimate of Monthly Long Distance Expense (\$)
25.	ESTCELL	I	8	Modeled estimate of total Company Cell Phones



Summary Product Table

The Summary Product Table contains information on the main products and services collected at the site. There is a "many-to-one" relationship between the Summary Product Table and the site tables (Site Description Table, Site Computing Summary Table, etc.). For example, there can be multiple Summary Product Table records for each record in the Site Description Table.

Examples of products are Primary Desktop Vendor, Top 2 Long Distance Carriers or Top 3 LAN Applications. Note that there may be one or more Summary records for any given question. In these cases, the content should be treated equally (not primary vs. secondary vs. tertiary). In the cases where the site has received an Enhanced interview, product content will also be found at a more detail level in the Product Table, in most cases with quantities attached so "Primary" vs. "Secondary" may be determined..

The exact contents of each field can vary depending on the SQID (Summary Question ID, field 3). Also included in this section is "Summary Product Table-Expected Values by SQID" for more information in each SQID.

Layout for Table (A) – 6 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OA - Summary Product record
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	SQID	A	5	Summary Question ID
4.	SMANUF	A	11	Summary Manufacturer
5.	SMODEL	A	12	Summary Model
6.	SSTATUS	A	1	Status – Installed or Planned

Field Descriptions - Alphabetical Listing

RECID

Format: A2
 Description: First two bytes of each record. Identifies table to which record belongs.
 Value(s): OA Summary Product record ID

SITEID

Format: I9
 Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
 Value(s): See Site Description Table, Section 1, page 1.10.

SMANUF

Format: A11
 Description: Summary Manufacturer(s) of Product, or Service Vendor(s)

SMODEL

Format: A12
 Description: Model of Product(s) or Application(s)

SSTATUS

Format: A1
 Description: Status of product – Installed or Planned
 Value(s): I Installed
 P Planned

SQID

Format: A5
 Description: The Summary Question Identifier for Summary Product record.
 Value(s):

SDBMS	Summary DBMS Products
SDESK	Primary Desktop Manufacturer
SIAPL	Summary Internet Applications
SLAN	Primary LAN Topologies
SLAP	Summary LAN Applications
SLDC	Primary Long Distance Carrier
SLIN	Summary Line Carriers
SLNG	Summary Languages
SLOS	Summary LAN Operating Systems
SOPR	Summary CPU Operating Systems
SPBX	Primary Phone System Manufacturer
SPORT	Primary Portable PC Manufacturer
SSVR	Summary Server Manufacturers

SQID: SDBMS - DBMS SOFTWARE PRODUCTS

SMANUF:	*	Valid Software Manufacturer
SMODEL:	*	Valid Software Product

SQID: SDESK - DESKTOP MANUFACTURER

SMANUF:	*	Valid PC Manufacturer
---------	---	-----------------------

SQID: SIAPL - INTERNET APPLICATION

MODEL:	COMM-BUS	Business-to-Business Electronic Commerce
	COMM-HOME	Business-to-Consumer Electronic Commerce
	COMMERCE	Electronic Commerce
	CUSTSERV	Customer Service
	EDUCATION	Education
	HOMEPAGE	Home Page
	INTRANET	Intranet
	PUBLISH	Publishing
	PURCHASING	Purchasing
	RESEARCH	Research
	TECH-SUPP	Technical Support

SQID: SLAN - LAN TECHNOLOGY

MODEL:	ARCNET	Arcnet
	ATM	ATM
	ETHER100	Ether100
	ETHERNET	Ethernet
	FDDI	FDDI
	GIGAETHERNET	Gigabit Ethernet
	LOCALTALK	LocalTalk
	OTHER	Other
	TOKEN-RING	Token-Ring
	UNSPECIFIED	Unspecified
	WIRELESS-LAN	Wireless LAN

SQID SLAP - LAN APPLICATIONS

SMODEL:	*	Valid Application
---------	---	-------------------

SQID SLDC - LONG DISTANCE CARRIER

SMANUF:	*	Valid Long Distance Carrier
---------	---	-----------------------------

SQID: SLIN - LINE CARRIERS

SMANUF:	*	Valid Line Carrier
---------	---	--------------------

SQID: SLNG - LANGUAGES

SMANUF:	COMPILER	
SMODEL:	*	Valid Language Product

SQID: SLOS - NETWORK OPERATING SYSTEMS

SMANUF:	*	Valid LAN Network Operating System Vendor
SMODEL:	*	Valid LAN Network Operating System Product

SQID: SOPR - OPERATING SYSTEMS

SMANUF:	*	Valid Operating System Vendor
SMODEL:	*	Valid Operating System Product

SQID: SPBX - PHONE SYSTEM MANUFACTURER

SMANUF:	*	Valid Phone System Manufacturer
SSTATUS:	I	Installed
	P	Planned

SQID: SPORT - PORTABLE MANUFACTURER

SMANUF:	*	Valid PC Manufacturer
---------	---	-----------------------

SQID: SSVR - SERVER MANUFACTURER

SMANUF:	*	Valid System Manufacturer
---------	---	---------------------------



Product Table

The Product Table contains information on products, services, and other additional questions collected at the site. There is a "many-to-one" relationship between the Product Table and the site tables (Site Description Table, Site Computing Summary Table, etc.). For example, there can be multiple Product Table records for each record in the Site Description Table.

Examples of products are computer systems (CPUs), PCs, software, Network lines, RAID storage devices, etc.

Examples of additional questions are file transfer, private network. Note that many of these additional questions are summarized in one of the summary tables (such as the Site Communications Summary Table, for example).

The exact contents of each field can vary depending on the QID (Question ID, field 12). See Appendix A, "Product Table-Expected Values by QID" for more information.

Layout for Table (M) – 14 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OM - Product record
2.	SITEID	I	9	Site-ID – Harte-Hanks Market Intelligence Assigned
3.	TABKEY	I	8	Key to Product Specification Record
4.	CLASS	A	3	Class of Product
5.	MANUF	A	11	Manufacturer
6.	MODEL	A	12	Model
7.	DESC	A	20	Description
8.	DESC-2	A	7	Additional Information on Product
9.	STATUS	A	1	Status
10.	IDATE	A	6	Install Date (YYYYMM)
11.	CPU-PLATFORM	A	1	CPU Platform
12.	QID	A	5	Question ID
13.	QTY	I	6	Quantity
14.	QTY2	I	6	Additional Quantity Field

Field Descriptions - Alphabetical Listing

CLASS

Format: A3
Description: Class of Product

CPU-PLATFORM

Format: A1
Description: Shows the CPU Platform for selected Products
Value (s):

M	Mainframe System
S	Midrange System
W	Workstation System
L	LAN Server
I	Internet Server
P	Personal Computer
X	Unspecified System Platform

DESC

Format: A20
Description: Descriptive information about Product

DESC-2

Format: A7
Description: Additional descriptive information about Product

IDATE

Format: A6
Description: Date of planned acquisition (or date of Installation for selected QIDs - see Appendix A) - YYYYMM

MANUF

Format: A11
Description: Manufacturer of Product

MODEL

Format: A12
Description: Model of Product

QID

Format: A5
Description: The Question Identifier for Product record.
Value(s):

ACD	Automatic Call Distributors
APPL	Applications
ASPA	Applications provided by ASP
ASPP	Application Service Provider
ATM	ATM Service

AUX	Auxiliary Storage (Disk, Tape) for CPU
CELL	Cellular Service
CPS	Programming Outside Professional Services
CPSPD	Outside Professional Services - Information Technology
CPSIN	Outside Professional Services - Internet/Web
CPSLN	Outside Professional Services - LANs
CPSWN	Outside Professional Services - WAN
CPU	Computer System
DRC	Disaster Recovery Vendor
DRCN	Disaster Recovery (Without Vendor)
DSTOR	Total disk capacity of directly attached storage on systems
DW	Data Warehousing
EBLNG	E-Business Language (new QID, see Appendix A for details)
EAPRG	Enterprise Software (new QID, see Appendix A for details)
EBPRG	E-Business Software (new QID, see Appendix A for details)
FDDI	FDDI Service
FRAME	Frame Relay Service
INAPL	Internet Server Applications
INETA	Internet Applications
INETP	Internet Access Provider
INLNG	Internet/Web Programming Language
INOPR	Internet Server Operating System
INPRG	Internet/Web Software
INSVR	Internet/Web Server
INTRA	Intranet Applications
ISDN	Integrated Services Digital Network Lines
ISTOR	Web Server Storage Capacity
LAN	Local Area Network
LANAP	LAN Applications
LANHB	LAN Hubs
LANMT	LAN Maintenance
LANOS	LAN Operating System
LANRP	LAN Router Protocols at Site
LANRT	LAN Router
LANSW	LAN Switching
LDEX	Monthly Long Distance Expenditures
LDINT	Percent of Long Distance that is International
LDOUT	Percent of Long Distance that is Outbound
LNG	Programming Language
LNPRG	LAN Software
LSTOR	LAN Storage (includes LAN & SAN capacity)
MAIN	Maintenance
NAS	Network Attached Storage Device
OPR	Operating System (non-PC)
PACK	Packet Switching Service
PBX	Phone System
PBX80	800/WATS Lines
PBXDD	Direct Dial Trunk Lines (DDD Links)

PBXEX	Planned Phone System Extensions
PBXLD	Long Distance Carriers
PBXTL	Tie Lines (Trunk Lines)
PBXVM	Voice Mail System
PC	Personal Computers
PCOP	PC Operating Systems
PCPRG	PC Software
PCSVR	PC-based Server
PNLOC	Total Private Network Remote Locations
PRG	Software (see Appendix A for changes)
PRT	Printers
RAS	Remote Access Servers
RENO	Planned Moves and Renovations >5% Employees
SAN	Primary Storage Area Network Vendor
SAN50	Planning to expand SAN 50% in next 12 months
SMDS	SMDS Service
SONET	SONET Service
SVOPR	Network Server (Boot) Operating Systems
SVR	CPU Server (non-PC)
SW56	Switched-56 Kbps Service
T1	T1 Lines
T3	T3 Lines
TMG	Telemarketing Group/Call Center
UPS	Uninterruptible Power Supply
VIP	Voice Over Internet
VPN	Virtual Private Networks
XDSL	xDSL Lines
X25	X.25 Service

QTY

Format: I6

Description: Quantity of Product

QTY2

Format: I6

Description: Additional Quantity of Product Field

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value(s):

OM Product record ID

SITEID

Format: I9

Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.

Value(s):

See Site Description Table, Section 1, page 1.10.

STATUS

Format: A1
Description: Status of Product
Value(s):
I Installed
P Planned

TABKEY

Format: I8
Description: Key into Product Specification Table



Product Specifications Table

The Product Specifications Table contains additional information on products in the Product Table. For example, information such as system type, series and processor type are provided for CPUs. (Other classes will have other types of information.) The TABKEY field (field 2) provides a key from the particular record in the Product Table to the corresponding record in the Product Specifications Table. CLASS (field 3) determines the exact type of information in each field. See Appendix B for a list of expected values for each field depending on CLASS.

Layout for Table (T) – 13 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OT - Product Specifications record
2.	TABKEY	I	8	Key to Model Tables Record
3.	CLASS	A	3	Class of Model
4.	MANUF	A	11	Manufacturer
5.	MODEL	A	12	Model
6.	GROUP	A	12	Group (group of Models)
7.	SERIES	A	12	Series (group of Groups)
8.	TYPE	A	7	Type
9.	DESIGN	A	5	Design (Processor)
10.	DGROUP	A	8	Group of Design (Processor Group)
11.	DFAMILY	A	6	Family of Design (Processor Family)
12.	DESCRIPTION	A	28	Description
13.	OS-SUPPORT	A	8	Supported Operating Systems (for CPU)

Field Descriptions - Alphabetical Listing

CLASS

Format:	A3
Description:	Class of Product in Product Specification Table (see Appendix B)
Value(s):	
ACD	Automatic Call Distributors
APA	Applications provided by ASP
APP	Application Service Provider
API	Internet Server Applications
APL	Applications on CPU
APR	Intranet Applications
APW	Internet Applications
AUX	Auxiliary Storage (Disk and Tape)
CPC	Personal Computers
CPU	Computer System
DST	Direct Attached Storage Device Capacity
EXT	Planned PBX Extensions
HUB	LAN Hubs
IAP	Internet Access Provider
LAD	LAN Devices
LAN	Local Area Networks
LDC	Long Distance Carriers
LNG	Programming Language
LNT	Land-based Network Technology Lines
LOS	LAN Operating Systems
LRP	LAN Router Protocol
LST	Network Storage Capacity
LSW	LAN Switching
MNT	Maintenance Vendors
NET	Network Services
OPR	Operating Systems
PBX	Phone System
PRG	Software
PRT	Printers
RAS	Remote Access Server
REN	Planned Move/Renovation of Multiple Departments
RTR	LAN Routers
S50	Planned 50% SAN expansion in next 12 months
SRV	Services Providers
TRK	Trunk Lines
UPS	Uninterruptible Power Supply
VIP	Voice Over IP
VPN	Virtual Private Networks
WIS	Wireless Services
XVM	Voice Mail Systems

ZZZ Additional Questions

DESCRIPTION

Format: A28
Description: Description of Product

DESIGN

Format: A5
Description: Design basis (used for Processor Type for CPUs)

DFAMILY

Format: A6
Description: Family of Design Groups (used for Processor Family for CPUs)

DGROUP

Format: A8
Description: Group of Designs (used for Processor Group for CPUs)

GROUP

Format: A12
Description: Group of Models

MANUF

Format: A11
Description: Manufacturer of Product

MODEL

Format: A12
Description: Model of Product

OS-SUPPORT

Format: A8
Description: Operating System(s) Support for CPU

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s): OT Product Specifications Record ID

SERIES

Format: A12
Description: Series of Model (group of Groups)

TABKEY

Format: I8
Description: Key into Product Table

TYPE

Format: A7
Description: Type of Product



External Reference Table (DUNS/InfoUSA)

The External Reference Table allows you to link information in the CI Technology Database™ to data in Dun & Bradstreet (DUNS) or InfoUSA (American Business Information - ABI) databases. More specifically, it provides a cross-reference between Harte-Hanks Market Intelligence's SITEID and DUNS or InfoUSA-ABI numbers, where a match exists.

Layout for Table (R) – 4 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OR - External Reference record
2.	SITEID	I	9	Site-ID - HHMI Assigned
3.	REF-TYPE	A	3	Type of external Ref (DUN or InfoUSA-ABI number)
4.	REF-ID	A	12	Ref Number (DUNS Number or InfoUSA-ABI number)

Field Descriptions - Alphabetical Listing

RECID

Format: A2
 Description: First two bytes of each record. Identifies table to which record belongs.
 Value(s):
 OR External Reference record ID

REF-ID

Format: A12
 Description: Reference Number (DUNS or InfoUSA-ABI number)

REF-TYPE

Format: A3
 Description: Type of external reference (DUNS or InfoUSA-ABI number)
 Value(s):
 ABI ABI number
 DUN DUNS number

SITEID

Format: I9
 Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
 Value(s):
 See Site Description Table, Section 1, page 1.10.



Additional Business Demographics Table

The Additional Business Demographics Table includes additional demographic information such as RBOC region, serving TELCO, LONGITUDE, LATITUDE, etc. The Additional Business Demographics Table also contains fields unique to Harte-Hanks Market Intelligence's U.S. whole-market segmentation product, the CI Projected Technology Database. Only subscribers to this product receive this advanced data. For standard demographic and economic data about the site, refer to the Site Description Table, Section 1.

Layout for Table (F) – 13 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OF – Additional Business Demo. Record
2.	SITEID	I	9	Site-ID - HHMI Assigned
3.	RBOC	A	3	RBOC code
4.	LATA	A	3	LATA code
5.	TELCO	A	4	TELCO code
6.	MSAPOPL	A	1	MSA Population code
7.	LONGITUDE	A	10	Blockface longitude
8.	LATITUDE	A	9	Blockface latitude
9.	EREF	A	1	Projection Qualification Flag
10.	CELLID	A	4	Projection Cell ID
11.	ESTWGT	D	7.2	Establishment Projection Weight
12.	WHITWORKER	I	6	Number of White Collar Workers
13.	DESKWORKER	I	6	Number of Deskworkers

Field Descriptions - Alphabetical Listing

CELLID

Format: A4
Description: Projection Cell for Stratified projections

DESKWORKER

Format: I6
Description: Number of Desk Workers

EREF

Format: A1
Description: Projection Qualification Flag

ESTWGT

Format: D7.2
Description: CI Projected Technology Database Establishment Weight

LATA

Format: A3
Description: Code for LATA Area
Related: LATA-NAME

LATITUDE

Format: A9
Description: 000000000 - Nine digit latitude identifier for street address
Value(s):

0XXXXXX	Single digit hemispheric latitude
X00XXXXX	Two digit degrees latitude
XXXXX00000	Five digit fraction of degree latitude
-	South
X00XXXXX	Two digit degrees latitude
XXXXX00000	Five digit fraction of degree latitude
Blank	North
X00XXXXX	Two digit degrees latitude
XXXXX00000	Five digit fraction of degree latitude

Related: ZIPLAT

LONGITUDE

Format: A10
 Description: 0000000000 - Ten digit longitude identifier for street address
 Value(s):

0XXXXXXXXX	Single digit hemispheric longitude
X000XXXXXX	Three digit degrees longitude
XXXXX00000	Five digit fraction of degree longitude
-	West
X000XXXXXX	Three digit degrees longitude
XXXXX00000	Five digit fraction of degree longitude
Blank	East
X000XXXXXX	Three digit degrees longitude
XXXXX00000	Five digit fraction of degree longitude

Related: ZIPLONG

MSAPOPL

Format: A1
 Description: MSA Population code
 Value(s):

A	1 million+
B	250,000 - 1 million
C	100,000 - 250,000
D	Less than 100,000

RBOC

Format: A3
 Description: RBOC region where site is located - for USA sites
 Value(s):

AMR	Ameritech (IL, IN, MI, OH, WI)
BAT	Bell Atlantic (DC, DE, MD, NJ, PA, VA, WV)
BSO	Bell South (AL, FL, GA, KY, LA, MS, NC, SC, TN)
NYN	Nynex (CT, MA, ME, NH, NY, VT, RI)
PAC	Pacific Bell (CA, NV)
SWB	Southwestern Bell (AR, KS, MO, OK, TX)
USW	US West (AZ, CO, IA, ID, MN, MT, ND, NE, NM, OR, SD, UT, WA, WY)

RECID

Format: A2
 Description: First two bytes of each record. Identifies table to which record belongs.
 Value(s):

OF	Additional Business Demographics Record
----	---

SITEID

Format: I9
 Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
 Value(s):

See Site Description Table, Section 1, page 1.10.

TELCO

Format: A4
Description: Assigned code for serving local telephone company
Related: TELCO-NAME

WHITCWORKER

Format: I6
Description: Number of White Collar Workers



Client-Defined Data Table

The fields in the Client-Defined Data Table contain user-defined values, specific to each client. Fields 3 through 8 are commonly used for "Territory Management," a process by which Harte-Hanks Market Intelligence creates client-specific sales and marketing territory databases. Fields 9 through 11 can be customized to display other values of interest to a specific client that are not available as CI Technology Database™ standard fields, such as the total number of laser printers at the site. Contact your Harte-Hanks Market Intelligence Client Application Specialist or Account Executive for more information on client-defined data.

Layout for Table (U) – 11 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OU - Client-Defined data record
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	LEVEL1	A	8	User Territory -Level 1
4.	LEVEL2	A	8	User Territory -Level 2
5.	LEVEL3	A	8	User Territory -Level 3
6.	LEVEL4	A	8	User Territory -Level 4
7.	USER-INFO	A	15	User Information
8.	USER-MARKET	A	1	User Market
9.	USER-FIELD-1	A	6	User defined field - 1
10.	USER-FIELD-2	A	6	User defined field - 2
11.	USER-FIELD-3	A	4	User defined field - 3

Field Descriptions - Alphabetical Listing

LEVEL1

Format: A8

Description: Territory Management Level 1

LEVEL2

Format: A8

Description: Territory Management Level 2

LEVEL3

Format: A8

Description: Territory Management Level 3

LEVEL4

Format: A8

Description: Territory Management Level 4

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s):
OU Client Defined Data record ID

SITEID

Format: I9
Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
Value(s):
See Site Description Table, Section 1, page 1.10.

USER-FIELD-1

Format: A6
Description: User-defined values - field 1

USER-FIELD-2

Format: A6
Description: User-defined values - field 2

USER-FIELD-3

Format: A4
Description: User-defined values - field 3

USER-INFO

Format: A15
Description: Territory Management Level 5

USER-MARKET

Format: A1
Description: Territory Management Level 6



Custom Scoring Data Table

The Custom Scoring Data Table includes information about a site as calculated by a custom-scoring algorithm for each client who subscribes to this service. This algorithm scores and ranks sites in the CI Technology Database™ according to user-defined criteria. For example, vendors of networking products and services may place a high value on the presence of LANs and PCs. This algorithm would then assign a score to each site in the database based on its LAN and PC data, and rank that site relative to the other sites to determine the best networking prospects. The information in this table is ideal for targeting sales prospects or segmenting markets. Only Harte-Hanks Market Intelligence Custom Services Opportunity Scoring clients receive data in this table.

Layout for Table (O) – 54 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OO- Custom Scoring record
2.	SITEID	I	9	Site-ID - HHMI Assigned
3.	MASTERSCORE	A	8	Custom Master Score
4.	MASTERRANK	A	8	Custom Master Rank
5.	SCORE1	A	8	Custom Score 1 Score
6.	VALUE1	A	8	Custom Score 1 Value
7.	SCORE2	A	8	Custom Score 2 Score
8.	VALUE2	A	8	Custom Score 2 Value
9.	SCORE3	A	8	Custom Score 3 Score
10.	VALUE3	A	8	Custom Score 3 Value
11.	SCORE4	A	8	Custom Score 4 Score
12.	VALUE4	A	8	Custom Score 4 Value
13.	SCORE5	A	8	Custom Score 5 Score
14.	VALUE5	A	8	Custom Score 5 Value
15.	SCORE6	A	8	Custom Score 6 Score
16.	VALUE6	A	8	Custom Score 6 Value
17.	SCORE7	A	8	Custom Score 7 Score
18.	VALUE7	A	8	Custom Score 7 Value
19.	SCORE8	A	8	Custom Score 8 Score
20.	VALUE8	A	8	Custom Score 8 Value
21.	SCORE9	A	8	Custom Score 9 Score
22.	VALUE9	A	8	Custom Score 9 Value
23.	SCORE10	A	8	Custom Score 10 Score
24.	VALUE10	A	8	Custom Score 10 Value
25.	SCORE11	A	8	Custom Score 11 Score
26.	VALUE11	A	8	Custom Score 11 Value
27.	SCORE12	A	8	Custom Score 12 Score
28.	VALUE12	A	8	Custom Score 12 Value
29.	SCORE13	A	8	Custom Score 13 Score
30.	VALUE13	A	8	Custom Score 13 Value
31.	SCORE14	A	8	Custom Score 14 Score
32.	VALUE14	A	8	Custom Score 14 Value

33.	SCORE15	A	8	Custom Score 15 Score
34.	VALUE15	A	8	Custom Score 15 Value
35.	SCORE16	A	8	Custom Score 16 Score
36.	VALUE16	A	8	Custom Score 16 Value
37.	SCORE17	A	8	Custom Score 17 Score
38.	VALUE17	A	8	Custom Score 17 Value
39.	SCORE18	A	8	Custom Score 18 Score
40.	VALUE18	A	8	Custom Score 18 Value
41.	SCORE19	A	8	Custom Score 19 Score
42.	VALUE19	A	8	Custom Score 19 Value
43.	SCORE20	A	8	Custom Score 20 Score
44.	VALUE20	A	8	Custom Score 20 Value
45.	SCORE21	A	8	Custom Score 21 Score
46.	VALUE21	A	8	Custom Score 21 Value
47.	SCORE22	A	8	Custom Score 22 Score
48.	VALUE22	A	8	Custom Score 22 Value
49.	SCORE23	A	8	Custom Score 23 Score
50.	VALUE23	A	8	Custom Score 23 Value
51.	SCORE24	A	8	Custom Score 24 Score
52.	VALUE24	A	8	Custom Score 24 Value
53.	SCORE25	A	8	Custom Score 25 Score
54.	VALUE25	A	8	Custom Score 25 Value

Field Descriptions - Alphabetical Listing

MASTERRANK

Format: A8
Description: Custom Master Rank

MASTERSCORE

Format: A8
Description: Custom Master Score

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s):
OO Custom Scoring record

SCORE1

Format: A8
Description: Custom Score 1st Score

SCORE2

Format: A8
Description: Custom Score 2nd Score

SCORE3

Format: A8
Description: Custom Score 3rd Score

SCORE4

Format: A8
Description: Custom Score 4th Score

SCORE5

Format: A8
Description: Custom Score 5th Score

SCORE6

Format: A8
Description: Custom Score 6th Score

SCORE7

Format: A8
Description: Custom Score 7th Score

SCORE8

Format: A8
Description: Custom Score 8th Score

SCORE9

Format: A8
Description: Custom Score 9th Score

SCORE10

Format: A8
Description: Custom Score 10th Score

SCORE11

Format: A8
Description: Custom Score 11th Score

SCORE12

Format: A8
Description: Custom Score 12th Score

SCORE13

Format: A8
Description: Custom Score 13th Score

SCORE14

Format: A8
Description: Custom Score 14th Score

SCORE15

Format: A8
Description: Custom Score 15th Score

SCORE16

Format: A8
Description: Custom Score 16th Score

SCORE17

Format: A8
Description: Custom Score 17th Score

SCORE18

Format: A8
Description: Custom Score 18th Score

SCORE19

Format: A8
Description: Custom Score 19th Score

SCORE20

Format: A8
Description: Custom Score 20th Score

SCORE21

Format: A8
Description: Custom Score 21st Score

SCORE22

Format: A8
Description: Custom Score 22nd Score

SCORE23

Format: A8
Description: Custom Score 23rd Score

SCORE24

Format: A8
Description: Custom Score 24th Score

SCORE25

Format: A8
Description: Custom Score 25th Score

SITEID

Format: I9
Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
Value(s):
See Site Description Table, Section 1, page 1.10.

VALUE1

Format: A8
Description: Custom Score 1st Value

VALUE2

Format: A8
Description: Custom Score 2nd Value

VALUE3

Format: A8
Description: Custom Score 3rd Value

VALUE4

Format: A8
Description: Custom Score 4th Value

VALUE5

Format: A8
Description: Custom Score 5th Value

VALUE6

Format: A8
Description: Custom Score 6th Value

VALUE7

Format: A8
Description: Custom Score 7th Value

VALUE8

Format: A8
Description: Custom Score 8th Value

VALUE9

Format: A8
Description: Custom Score 9th Value

VALUE10

Format: A8
Description: Custom Score 10th Value

VALUE11

Format: A8
Description: Custom Score 11th Value

VALUE12

Format: A8
Description: Custom Score 12th Value

VALUE13

Format: A8
Description: Custom Score 13th Value

VALUE14

Format: A8
Description: Custom Score 14th Value

VALUE15

Format: A8
Description: Custom Score 15th Value

VALUE16

Format: A8
Description: Custom Score 16th Value

VALUE17

Format: A8
Description: Custom Score 17th Value

VALUE18

Format: A8
Description: Custom Score 18th Value

VALUE19

Format: A8
Description: Custom Score 19th Value

VALUE20

Format: A8
Description: Custom Score 20th Value

VALUE21

Format: A8
Description: Custom Score 21st Value

VALUE22

Format: A8
Description: Custom Score 22nd Value

VALUE23

Format: A8
Description: Custom Score 23rd Value

VALUE24

Format: A8
Description: Custom Score 24th Value

VALUE25

Format: A8
Description: Custom Score 25th Value



Auxiliary Data Table

An auxiliary data file is included in the CI Technology Database™ to give labels and descriptions to client-defined fields in custom tables. The table included in the auxiliary data file is known as the User Field Labels/Description table. This table defines the fields in the Client-Defined Data Table and the Custom Scoring Data Table.

Layout for Table (B) – 5 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OB - User Field Labels/Descriptions record
2.	USERFIELDNAME	A	12	Field Name (SCORE, LEVEL3, USER-FIELD-1)
3.	USERFIELDLABEL	A	16	Field Label
4.	USERFIELDTITLE	A	60	Field Title
5.	USERFIELDDESC	A	255	Field Description

Field Descriptions — Alphabetical Listing

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value(s):

OB User Field Labels/Descriptions Record ID

USERFIELDTITLE

Format: A60

Description: User Field Title

USERFIELDLABEL

Format: A16

Description: User Field Label

USERFIELDNAME

Format: A12

Description: User Field Name

USERFIELDDESC

Format: A255

Description: User Field Description



Site e-Business Description Table

The Site e-Business Description Table is available for sites that have indicated that they offer fee-based transactions via their web site and that have completed a separate interview regarding the unique business and technology infrastructure dedicated to their e-Commerce offering. This table is provided to clients that purchase the CITDB e-Business technology module. For standard demographic and economic data about the site, refer to the Site Description Table, Section 1.

Layout for Table (H) – 14 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OH – Site e-Business Description Record ID
2.	SITEID	I	9	Site-ID - HHMI Assigned
3.	EDATE	A	6	Data of last e-Commerce interview (YYYYMM)
4.	WEBLOC	A	29	Location of Hosted e-Commerce Website
5.	TECHOWNER	A	44	Owner of Technology Installed at Co-Location Site
6.	TIMEOFFERED	A	30	Length of Time Fee-Based Web Transactions Offered
7.	HITSPERMONTH	A	30	Number of Hits to Web Site Per Month
8.	TARGETAUDIENCE	A	30	Target Market for e-Commerce Offering
9.	AVGSALE	A	30	Average Sale per Web Transaction
10.	STOREFRONT	A	3	Presence of Storefront or Catalog Business
11.	CURRBUDGET	A	33	e-Commerce Development Budget-Current Fiscal Year
12.	NEXTBUDGET	A	33	e-Commerce Development Budget-Next Fiscal Year
13.	PERREV	A	30	Percent Revenue Derived from e-Commerce Operation
14.	WEBSVCS	A	1	Status of Web Services Strategy

Field Descriptions - Alphabetical Listing

AVGSALE

Format: A30

Description: Dollar Amount of the Average Sale per e-Commerce Transaction

Value(s): 1-99
100-499
500-999
1000-4999
5000-9999
10000+
DONT KNOW / WILL NOT DIVULGE
NOT APPLICABLE

CURRBUDGET

Format: A33

Description: Change in e-Commerce Budget Allocation for Current Fiscal Year

Value(s): INCREASE
DECREASE
NO CHANGE
DONT KNOW/WILL NOT DIVULGE
NO BUDGET ALLOCATED TO E-BUSINESS

EDATE

Format: A6

Description: Date of Most Recent e-Commerce Interview by HHMI – YYYYMM

HITSPERMONTH

Format: A30

Description: Approximate Number of Hits per Month Received by e-Commerce Website

Value(s): 1-499
500-999
1000-4999
5000-9999
10000-49999
50000-99999
100000-499999
500000-999999
1000000+
DONT KNOW/WILL NOT DIVULGE

NEXTBUDGET

Format: A33

Description: Anticipated Change in e-Commerce Budget Allocation for Next Fiscal Year

Value(s): INCREASE
DECREASE
NO CHANGE
DONT KNOW / WILL NOT DIVULGE
NO BUDGET ALLOCATED TO E-BUSINESS

PERREV

Format: A30

Description: Percent of Gross Annual Revenue Derived From e-Commerce

Value(s): 1-25
26-50
51-75
76-99
100
DONT KNOW/WILL NOT DIVULGE
NOT APPLICABLE

Related: REVEN

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value(s): OH Site e-Business Description Record ID

SITEID

Format: I9

Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.

Value(s): See Site Description Table, Section 1, page 1.10.

STOREFRONT

Format: A3

Description: Presence of a Store Front or Catalog Business.

Value(s): YES
NO

TARGETAUDIENCE

Format: A30

Description: Target Market for e-Commerce

Value(s): B TO B
B TO C
BOTH
DONT KNOW/WILL NOT DIVULGE

TECHOWNER

Format: A44

Description: Ownership of Technology Installed at Co-Location Provider

Value(s): CO-LOCATION OWNS TECHNOLOGY
DOTCOM OWNS TECHNOLOGY
CO-LOCATION AND DOTCOM OWN TECHNOLOGY
DONT KNOW/WILL NOT DIVULGE

Related: WEBLOC

TIMEOFFERED**Format:** A30**Description:** Length of Time a Fee Based Transaction has been Offered Through the Website.**Value(s):** 1–6 MONTHS
7–12 MONTHS
1–2 YEARS
3–4 YEARS
5–6 YEARS
6+ YEARS
DONT KNOW/WILL NOT DIVULGE**WEBLOC****Format:** A29**Description:** Location of Hosted e-Commerce Website and Installed e-Commerce Hardware.**Value(s):** HOST WEBSITE AT THIS LOCATION
USE A CO-LOCATION PROVIDER**Related:** COLOID**WEBSVCS****Format:** A1**Description:** Web Services Strategy Installed at Site?**Value(s):** INSTALLED
PLANNED



Co-Location Table

The Co-Location Table is available for sites that have indicated that they offer fee-based transactions via their web site and that have completed a separate interview regarding the unique business and technology infrastructure dedicated to their e-Business offering. This table is populated if these sites indicate that they use a Co-Location facility to house the IT infrastructure used to drive their e-Commerce offering. Not all sites with an e-Commerce offering utilize a Co-Location facility. The site with the e-Commerce offering and the Co-Location site are not part of the same company and the technology that's used at the Co-Location site can be owned by either the Co-Location company or the company with the e-Commerce offering. Co-Location sites may also be in the CITDB. This table is provided to clients that purchase the CITDB e-Business technology module. For standard demographic and economic data about the site, refer to the Site Description Table, Section 1.

Layout for Table (D) – 4 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OD – Co-Location Record ID
2.	SITEID	I	9	Site-ID - HMI Assigned
3.	COLOID	I	9	Co-Location CITDB Site ID – HMI Assigned
4.	COLONAME	A	50	Company Name of Co-Location Site

Field Descriptions - Alphabetical Listing

COLOID

Format: A2

Description: 000000000 - First Unique 9-digit CITDB site ID assigned to Co-Location site. (only populated if Co-Location site has completed specific CITDB interviews.)

Value(s): See Site Description Table, Section 1, page 1.10

COLONAME

Format: A50

Description: Company name of Co-Location Site

Value(s): OD Co-Location Record ID

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs

Value(s): OD Co-Location Record ID

SITEID

Format: I9

Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.

Value(s): See Site Description Table, Section 1, page 1.10.



Additional Contacts Table

The Additional Contacts Table provides a list of contacts at a site, complete with names, titles, addresses, and phone numbers. It lists people of responsibility in 4 functional areas: Other IT Managers, Other IT Staff, Other Business Managers, and Other Business Staff. These contacts in this table were collected primarily at 2,600 North American sites for Harte-Hanks' DP Locator Database. This structure of this table matches the Site Contacts Table with the exception of the 5 European-only fields that come at the end of the Site Contacts Table. These 5 fields are not included in the Additional Contacts Table.

Layout for Table (I) – 25 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OI - Contact Record
2.	SITEID	I	9	Site-ID – HHMI Assigned
3.	CONID	A	6	Contact-ID - HHMI Assigned
4.	PREFIX	A	10	Prefix
5.	FIRST	A	20	First Name
6.	MIDDLE	A	20	Middle Name
7.	LAST	A	25	Last Name
8.	SUFFIX	A	3	Suffix
9.	TITLE	A	30	Title
10.	COMPANY	A	50	Company Name
11.	STREET	A	35	Street
12.	CITY	A	34	City
13.	STATE	A	2	State
14.	ZIPCODE	A	10	Zip code
15.	COUNTRY	A	14	Country
16.	COUNTRY-CODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
17.	PHONE	A	20	Phone
18.	FUNCTIONS	A	64	Functions
19.	CONSOURCE	I	9	Reserved
20.	EMAIL	A	50	E-Mail Address (Not Available at this time)
21.	LANGUAGE-CODE	A	3	Language Spoken (E)
22.	STREET2	A	35	Street Address 2 (E)
23.	STREET3	A	35	Street Address 3 (E)
24.	COUNTY-PROVINCE	A	20	County / Province Name (E)
25.	EUROPE-SITEID	I	6	Alternate HMI ID number (E)

New/Changed fields shaded. Specific changes bolded
(E): European data only

Field Descriptions - Alphabetical Listing

CITY

Format: A34

Description: City where site is located

COMPANY

Format: A50

Description: Site name

CONID

Format: A6

Description: Unique Contact Identifier within Site

CONSOURCE

Format: I9

Description: Reserved

COUNTRY

Format: A14

Description: Country where site is located

COUNTRY-CODE

Format: A2

Description: 2-letter standard country code of site - ISO 3166-1

Value(s):

AR	Argentina
AT	Austria
BE	Belgium
BR	Brazil
CA	Canada
CH	Switzerland
CL	Chile
CO	Colombia
DE	Germany
DK	Denmark
EC	Ecuador
ES	Spain
FI	Finland
FR	France
GB	United Kingdom (Great Britain)
IE	Ireland
IT	Italy
LU	Luxembourg
MX	Mexico
NL	Netherlands
NO	Norway

PE	Peru
PT	Portugal
SE	Sweden
US	United States
VE	Venezuela

COUNTY-PROVINCE

Format: A20

Description: County / Province Name (European data only)

EMAIL

Format: A50

Description: E-mail address (**Not available at this time**)**EUROPE-SITEID**

Format: I6

Description: Alternate HMI ID number (European data only)

FIRST

Format: A20

Description: Contact's First Name

FUNCTIONS

Format: A64

Description: All functions (responsibilities) that apply to this contact.

Value(s):

OIM	Other IT Manager
OIS	Other IT Staff
OBM	Other Business Manager
OBS	Other Business Staff
CCM	Call Center Manager
CEO	Senior Executive (President/General Manager)
COM	Data Communications Manager
COP	Computer Operator
DIR	Senior Information Systems Manager
ECM	E-Business Manager
ENG	Engineering Manager
FIN	Senior Financial Executive
ITC	IT Consultant
LAN	LAN Networks Administrator
MID	Midrange Systems Manager (US / Canada Only)
OTS	Operations/Technical Support Manager
PC	Personal Computers Manager
PER	Human Resources Manager
PRO	Programmer
PUR	Purchasing Manager
SAL	Senior Sales/Marketing Manager (US / Canada Only)
SFT	Software/Applications Manager

SYA	Systems Analyst
TEL	Telecommunications Manager
TSP	Technical Support Staff
WEB	Webmaster/Internet Applications Manager
WKS	Workstations Systems Manager (US / Canada Only)

LANGUAGE-CODE

Format: A3

Description: Language spoken (European data only)

LAST

Format: A25

Description: Contact's Last Name

MIDDLE

Format: A20

Description: Contact's Middle Name

PHONE

Format: A20

Description: Phone Number - AREACODE + Number for U.S. and Canada. Europe - in country phone number only - no country code

PREFIX

Format: A10

Description: Prefix to Contact's Name (e.g., Mr., Ms., Mrs., Dr., etc.)

RECID

Format: A2

Description: First two bytes of each record. Identifies table to which record belongs.

Value(s):

OI Detail Additional Contact Record ID

SITEID

Format: I9

Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.

Value(s):

See Site Description Table, Section 1, page 1.6.

STATE

Format: A2

Description: Standard 2-letter State/Province abbreviation for U.S. and Canada, country abbreviation for Europe

Value(s):

Canada

AB	Alberta
BC	British Columbia
MB	Manitoba
NF	New Foundland
NS	Nova Scotia

NT	Northwest Territory
ON	Ontario
PE	Prince Edward IS
PQ	Quebec
SK	Saskatchewan
YU	Yukon

United States

AK	Alaska
AL	Alabama
AR	Arkansas
AZ	Arizona
CA	California
CO	Colorado
CT	Connecticut
DC	Washington
DE	Delaware
FL	Florida
GA	Georgia
HI	Hawaii
IA	Iowa
ID	Idaho
IL	Illinois
IN	Indiana
KS	Kansas
KY	Kentucky
LA	Louisiana
MA	Massachusetts
MD	Maryland
ME	Maine
MI	Michigan
MN	Minnesota
MO	Missouri
MS	Mississippi
MT	Montana
NC	North Carolina
ND	North Dakota
NE	Nebraska
NH	New Hampshire
NJ	New Jersey
NM	New Mexico
NV	Nevada
NY	New York
OH	Ohio
OK	Oklahoma
OR	Oregon
PA	Pennsylvania
RI	Rhode Island
SC	South Carolina
SD	South Dakota
TN	Tennessee
TX	Texas

UT	Utah
VA	Virginia
VT	Vermont
WA	Washington
WI	Wisconsin
WV	West Virginia
WY	Wyoming

STREET

Format: A35

Description: Company Street Address

STREET2

Format: A35

Description: Street Address 2 (European data only)

STREET3

Format: A35

Description: Street Address 3 (European data only)

SUFFIX

Format: A3

Description: Suffix to Contact's Name (e.g., Jr., Sr., III, etc.)

TITLE

Format: A30

Description: Contact's Title

ZIPCODE

Format: A10

Description: Company 9-digit zip code. Canadian Sites -6-character postal code (e.g. 'M5S 2W4')



Site Technology Trend Table

The Site Trend Table provides details about how a site's technology infrastructure has changed over time and how a site's technology infrastructure compares to other sites in the same industry and employee size group. Annualized growth rates are calculated for 31 technology totals collected at the site. A technology total must be collected for each technology total in three separate interviews over time in order for the technology time trend to be reported for the location. Actual data for 19 technology totals collected during ongoing CITDB interviews are compared to Harte-Hanks' TechModels to create Industry Trend Comparisons. TechModels are based on Harte-Hanks' proprietary modeling methodology that creates estimates for different technology totals based on 4-digit SIC and size (# of employees) of a specific location.

Layout for Table (J) – 54 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OJ – Site Technology Trend Table Record ID
2.	SITEID	I	9	Site-J – HHMI Assigned
3.	TIMETOTPR	I	4	Time Trend-Total Printers (%)
4.	TIMETOTSYSTPR	I	4	Time Trend-Total Systems Printers (%)
5.	TIMETOTPC	I	4	Time Trend-Total Personal Computers (%)
6.	TIMETOTDESK	I	4	Time Trend-Total Desktop Personal Computers (%)
7.	TIMETOTPORT	I	4	Time Trend-Total Portable Personal Computers (%)
8.	TIMETOTINSVR	I	4	Time Trend-Total Internet Servers (%)
9.	TIMETOTMAIN	I	4	Time Trend-Total Mainframes Computers (%)
10.	TIMETOTIBMPC	I	4	Time Trend-Total A370 Mainframe Computers (%)
11.	TIMETOTNONIBMPC	I	4	Time Trend-Total Non A370 Mainframe Computers (%)
12.	TIMETOTMIDRANGE	I	4	Time Trend-Total Midrange Computers (%)
13.	TIMETOTAS400	I	4	Time Trend-Total AS400 Computers (%)
14.	TIMETOTWKS	I	4	Time Trend-Total Workstation Computers (%)
15.	TIMETOTNONPC	I	4	Time Trend-Total Total Non-PC Computers (%)
16.	TIMETOTPCSERVER	I	4	Time Trend-Total PC Servers (%)
17.	TIMETOTSERVER	I	4	Time Trend-Total Servers (%)
18.	TIMETOTLANSVR	I	4	Time Trend-Total LAN Servers (%)
19.	TIMETOTLAN	I	4	Time Trend-Total LANs (%)
20.	TIMETOTNODES	I	4	Time Trend-Total LAN Nodes (%)
21.	TIMETOTEXT	I	4	Time Trend-Total Phone Extensions (%)
22.	TIMELDEXP	I	4	Time Trend-Mnthly Long Distance Expenditures (%)
23.	TIMETOTTRUNK	I	4	Time Trend-Total Installed Trunks (%)
24.	TIMETOTTDDD	I	4	Time Trend-Total Direct Dial Lines (%)
25.	TIMETOT800	I	4	Time Trend-Total Installed 800/WATS Lines (%)
26.	TIMETOTTIE	I	4	Time Trend-Total Installed Tie/Leased Lines (%)
27.	TIMETOTTIEPRIV	I	4	Time Trend-Total Installed Tie/Leased Private NW Lines (%)
28.	TIMETOTTIEDED	I	4	Time Trend-Total Installed Tie/Leased Dedicated Lines (%)
29.	TIMETOTISDN	I	4	Time Trend-Total Installed ISDN Lines (%)
30.	TIMETOTT1	I	4	Time Trend-Total Installed T1 Lines (%)
31.	TIMETOTT3	I	4	Time Trend-Total Installed T3 Lines (%)
32.	TIMETOTXDSL	I	4	Time Trend-Total XDSL Lines (%)

33.	TIMETOTDATA	I	4	Time Trend-Total Data Lines (%)
34.	TIMETOTEMPLE	I	4	Time Trend-Total Employees (%)
35.	INDTOTPRT	I	4	Industry Trend-Total Printers (%)
36.	INDTOTPAGEPRT	I	4	Industry Trend-Total Page Printers (%)
37.	INDTOTPC	I	4	Industry Trend-Total Personal Computers (%)
38.	INDTOTINSVR	I	4	Industry Trend-Total Internet Servers (%)
39.	INDTOTMIDRANGE	I	4	Industry Trend-Total Midrange Computers (%)
40.	INDTOTWKS	I	4	Industry Trend-Total Workstation Computers (%)
41.	INDTOTSERVER	I	4	Industry Trend-Total Servers (%)
42.	INDTOTLAN	I	4	Industry Trend-Total LANs (%)
43.	INDTOTNODES	I	4	Industry Trend-Total LAN Nodes (%)
44.	INDTOTEXT	I	4	Industry Trend-Total Phone Extensions (%)
45.	INDLDEXP	I	4	Industry Trend-Total Mnthly Long Distance Expenditures (%)
46.	INDTOTDDD	I	4	Industry Trend-Total Direct Dial Lines (%)
47.	INDTOTISDN	I	4	Industry Trend-Total Installed ISDN Lines (%)
48.	INDTOT1	I	4	Industry Trend-Total Installed T1 Lines (%)
49.	INDTOT3	I	4	Industry Trend-Total Installed T3 Lines (%)
50.	INDTOTSTORAGE	I	4	Industry Trend-Total Storage (%)
51.	INDTOTDASD	I	4	Industry Trend-Total Total System DASD capacity (%)
52.	INDTOTLANHUB	I	4	Industry Trend-Total Installed LAN Hubs (%)
53.	INDTOTROUTER	I	4	Industry Trend-Total LAN Routers (%)
54.	PLAN50000	A	1	Total Planned Purchases Greater than \$50,000

New / Changed fields shaded. Specific changes bolded.
(E): European data only

Field Descriptions - Alphabetical Listing

INDLDEXP

Format: I4
Description: Industry Trend-Total Mnthly Long Distance Expenditures (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTDASD

Format: I4
Description: Industry Trend-Total Total System DASD capacity (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTEXT

Format: I4
Description: Industry Trend-Total Phone Extensions (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTINSVR

Format: I4
Description: Industry Trend-Total Internet Servers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTISDN

Format: I4
Description: Industry Trend-Total Installed ISDN Lines (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTLAN

Format: I4
Description: Industry Trend-Total LANs (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTLANHUB

Format: I4
Description: Industry Trend-Total Installed LAN Hubs (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTMIDRANGE

Format: I4
Description: Industry Trend-Total Midrange Computers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTNODES

Format: I4
Description: Industry Trend-Total LAN Nodes (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTPAGEPRT

Format: I4
Description: Industry Trend-Total Page Printers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTPC

Format: I4
Description: Industry Trend-Total Personal Computers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTPRT

Format: I4
Description: Industry Trend-Total Printers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTROUTER

Format: I4
Description: Industry Trend-Total LAN Routers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTSERVER

Format: I4
Description: Industry Trend-Total Servers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTSTORAGE

Format: I4
Description: Industry Trend-Total Storage (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTT1

Format: I4
Description: Industry Trend-Total Installed T1 Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTT3

Format: I4
Description: Industry Trend-Total Installed T3 Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTTTDDD

Format: I4
Description: Industry Trend-Total Direct Dial Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

INDTOTWKS

Format: I4
Description: Industry Trend-Total Workstation Computers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

PLAN50000

Format: A1
Description: Total Planned Purchases Greater than \$50,000
Value(s): Y/N

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s): OJ Site Technology Trend record ID

SITEID

Format: I9
Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
Value(s): See Site Description Table, Section 1, page 1.10

TIMELDEXP

Format: I4
Description: Time Trend-Mnthly Long Distance Expenditures (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOT800

Format: I4
Description: Time Trend-Total Installed 800/WATS Lines (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTAS400

Format: I4
Description: Time Trend-Total AS400 Computers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTDATA

Format: I4
Description: Time Trend-Total Data Lines (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTDESK

Format: I4
Description: Time Trend-Total Desktop Personal Computers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTEMPLE

Format: I4

Description: Time Trend-Total Employees
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTEXT

Format: I4
Description: Time Trend-Total Phone Extensions (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTIBMPM

Format: I4
Description: Time Trend-Total A370 Mainframe Computers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTINSVR

Format: I4
Description: Time Trend-Total Internet Servers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTISDN

Format: I4
Description: Time Trend-Total Installed ISDN Lines (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTLAN

Format: I4
Description: Time Trend-Total LANs (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTLANSVR

Format: I4
Description: Time Trend-Total LAN Servers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTMAIN

Format: I4
Description: Time Trend-Total Mainframes Computers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTMIDRANGE

Format: I4
Description: Time Trend-Total Midrange Computers (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTNODES

Format: I4
Description: Time Trend-Total LAN Nodes (%)
Value(s): +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTNONIBMPCM

Format: I4
Description: Time Trend-Total Non A370 Mainframe Computers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTNONPC

Format: I4
Description: Time Trend-Total Total Non-PC Computers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTPC

Format: I4
Description: Time Trend-Total Personal Computers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTPCSERVER

Format: I4
Description: Time Trend-Total PC Servers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTPORT

Format: I4
Description: Time Trend-Total Portable Personal Computers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTPRT

Format: I4
Description: Time Trend-Total Printers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTSERVER

Format: I4
Description: Time Trend-Total Servers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTSYSTPRT

Format: I4
Description: Time Trend-Total Systems Printers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTT1

Format: I4
Description: Time Trend-Total Installed T1 Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTT3

Format: I4
Description: Time Trend-Total Installed T3 Lines (%)

Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTTDDD

Format: I4
Description: Time Trend-Total Direct Dial Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTTIEDED

Format: I4
Description: Time Trend-Total Installed Tie/Leased Dedicated Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTTIEPRIV

Format: I4
Description: Time Trend-Total Installed Tie/Leased Private Network Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTTRUNK

Format: I4
Description: Time Trend-Total Installed Trunks (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTTTIE

Format: I4
Description: Time Trend-Total Installed Tie/Leased Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTWKS

Format: I4
Description: Time Trend-Total Workstation Computers (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)

TIMETOTXDSL

Format: I4
Description: Time Trend-Total XDSL Lines (%)
Value(s) +/- 0-100 (+/-101 indicates that percentage change is greater/less than 100%)



Appendix A

Expected QID Values for the Product Table

The specific expected values in the fields of the **Product Table** vary depending on the specific type of product, determined by the field QID (Question-ID, field 12). Below are the specific expected values for each QID. Those fields not listed are either blank (for alpha fields), or zero (numeric fields).

Additional information on each Product collected is contained in the Product Specifications Tables (see Appendix B). The TABKEY field gives a unique key into the Product Specifications Table for each Product Table record that has specifications data. Valid Manufacturers and/or Models for a given product can be found in the Product Specifications Table according to that Product's CLASS (field 4).

Expected Values by QID (alphabetical order)

QID: ACD - AUTOMATIC CALL DISTRIBUTORS

CLASS:	ACD	Automatic Call Distributors
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	ACD	ACD
QTY2:	*	Number of ACD Agents Supported
STATUS:	I	Installed
	P	Planned

QID: APPL - APPLICATIONS

CLASS:	APL	CPU and LAN Applications
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MODEL:	*	Application Name
CPU-PLATFORM:	M	Mainframe System
	S	Midrange System
	W	Workstation System
	X	Unspecified System Platform
STATUS:	I	Installed Application
	P	Planned

QID: ASPA - APPLICATIONS PROVIDED BY ASP

CLASS:	APA	
MODEL:	*	Application Name
STATUS:	I	Installed Application
	P	Planned Application
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)

QID: ASPP - APPLICATION SERVICE PROVIDER

CLASS:	ASP	
MANUF:	*	Valid Manufacturer
MODEL:	ASP	ASP

STATUS:	I	Installed
	P	Planned
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)

QID: ATM - ATM SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	ATM-SERV	ATM-Serv
STATUS:	I	Installed
	P	Planned

QID: AUX - AUXILIARY STORAGE (DISK, TAPE) FOR CPU

CLASS:	AUX	Auxiliary Storage (Disk, Tape) for CPU
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
QTY:	*	Number of Disk Drives, Disk RAID Arrays, Optical Drives, Tape Drives, Tape Autoloaders and Tape Libraries
STATUS:	I	Installed
	P	Planned

QID: CELL - CELLULAR PHONE NUMBERS

CLASS:	WIS	Wireless Lines
MANUF:	*	Valid Manufacturer
MODEL:	CELLULAR	Cellular
QTY:	*	Number of Cellular Phone Numbers
STATUS:	I	Installed

QID: CPS - PROGRAMMING OUTSIDE PROFESSIONAL SERVICES

CLASS:	SRV	Outside Services
	SRV	Services Providers
DESC:	Application Design	Application Design
	Contract Programming	Contract Programming
	Outsourced Appl Dev	Outsourced Application Development
	Package SW Implement	Packaged Software Implementation
DESC-2:	Pgrmnng	Programming (IT Ops-Capacity, Appl Design, etc.)
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
STATUS:	I	Installed
	P	Planned

QID: CPSDP - OUTSIDE PROFESSIONAL SERVICES - INFORMATION TECHNOLOGY

CLASS:	SRV	Services Providers
DESC:	DP Ops - Help Desk	Help Desk
	DP Ops-Capacity Plan	Capacity Planning
	DP Ops-System Tuning	System Tuning
	Systems Integration	Systems Integration

DESC-2:	Prgmng	Programming (DP Ops-Capacity, Appl Design, etc.)
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
STATUS:	I	Installed
	P	Planned

QID: CPSIN - INTERNET/WEB OUTSIDE PROFESSIONAL SERVICES

CLASS	SRV	
MANUF	*	Valid Vendor
MODEL	SERVICES	
DESC	IN - Appl-Develop	Internet/Web Application Development
	IN - Hosting	Hosting Internet/Web Servers
	IN - Routers	Providing Routers
	IN - Web Site Mgmt	Web Site Management
	IN - Firewalls	Providing Firewalls
	IN - Storage Mgmt	Hosting or Managing Storage Operation
DESC-2:	Internet	Internet/Web Services
STATUS	I	Installed
	P	Planned
IDATE	yyyymm	Date Planned (only for Plans) (yyyymm)
QID	CPSIN	

QID: CPSLN - OUTSIDE PROFESSIONAL SERVICES - LANS

CLASS:	SRV	Services Providers
DESC:	LAN - Client/Server	LAN Client/Server
	LAN - Design	LAN Design
	LAN - Implementation	LAN Implementation
	LAN - Network Mgmt	LAN Network Management
DESC-2:	ComServ	Communications Services (LAN, WAN, etc.)
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
STATUS:	I	Installed
	P	Planned

QID: CPSWN - OUTSIDE PROFESSIONAL SERVICES - WAN

CLASS:	SRV	Services Providers
DESC:	Systems Integration	Systems Integration
	WAN - Design	WAN Design
	WAN - Implementation	WAN Implementation
	WAN - Network Integ	WAN Network Integration
	WAN - Network Mgmt	WAN Network Management
DESC-2:	ComServ	Communications Services (LAN, WAN, etc.)
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
STATUS:	I	Installed
	P	Planned

QID: CPU - COMPUTER SYSTEM

CLASS:	CPU	
IDATE:	yyyymm	Date of Installation or Date Planned (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	M	Mainframe System
	S	Midrange System
	W	Workstation System
QTY:	*	Number of Systems
STATUS:	I	Installed
	P	Planned

QID: DSTOR – DIRECTLY ATTACHED STORAGE

CLASS:	DST	Direct Attached Storage Device Capacity
QTY2:	*	Disk Storage Directly Attached to Systems (Gigabytes)
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
STATUS:	I	Installed

QID: DRC - DISASTER RECOVERY VENDOR

CLASS:	SRV	Service Providers
DESC:	Backup	Backup
	Commercial Service	Commercial Service
	Consultation	Consultation
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
STATUS:	I	Installed
	P	Planned

QID: DRCN - DISASTER RECOVERY (WITHOUT VENDOR)

CLASS:	SRV	Outside Services
DESC:	Do Nothing	Do Nothing
	Internal Facilities	Internal Facilities
	Reciprocal Agreement	Reciprocal Agreement w/ another user
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
STATUS:	I	Installed
	P	Planned

QID: DW - DATA WAREHOUSING

CLASS:	ZZZ	Additional Questions
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
STATUS:	I	Installed
	P	Planned

QID: EBLNG - SOFTWARE

CLASS:	LNG	Language
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model

CPU-PLATFORM:	E	E-Business (Non-PC)
STATUS:	I	Installed
	P	Planned

QID: EAPRG - SOFTWARE

CLASS:	PRG	Software
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
QTY2	*	# Users of Software at Site
DESC 1	On Site/Off Site	Off Site/On Site/Both/Unspec (Location of actual software installation)
DESC 2	Web-Enabled	Yes/No/Unspec
CPU-PLATFORM:	N	System (Non-PC)
STATUS:	I	Installed
	P	Planned

QID: EBPRG - SOFTWARE

CLASS:	PRG	Software
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	E	E-Business (Non-PC)
STATUS:	I	Installed
	P	Planned

QID: FDDI - FDDI SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	FDDI-SERV	FDDI-Serv
STATUS:	I	Installed
	P	Planned

QID: FRAME - FRAME RELAY SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	FRAME-RELAY	Frame-Relay
STATUS:	I	Installed
	P	Planned

QID: INAPL - WEB SERVER APPLICATIONS

CLASS:	API	
MODEL:	*	Application Name
STATUS:	I	Installed Application
	P	Planned Application
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
CPU-PLATFORM:	I	Internet

QID: INETA - INTERNET APPLICATIONS

CLASS:	APW	
IDATE:	yyyymm	Date of Installation or Date Planned (yyyymm)
MODEL:	COMM-BUS	Business-to-Business Electronic Commerce
	COMM-HOME	Business-to-Consumer Electronic Commerce
	COMMERCE	Electronic Commerce
	CUSTSERV	Customer Service
	EDUCATION	Education
	E-MAIL	E-Mail
	EXTRANET	Extranet
	HOMEPAGE	Home Page
	INTRANET	Intranet
	PUBLISH	Publishing
	PURCHASING	Purchasing
	RESEARCH	Research
	TECH-SUPP	Technical Support
STATUS:	I	Installed
	P	Planned

QID: INETP - INTERNET ACCESS PROVIDER

CLASS:	IAP	
MANUF:	*	Valid Manufacturer
STATUS:	I	Installed

QID: INLNG - DEVELOPMENT TOOLS USED AT SITE

CLASS:	LNG	
MANUF:	'COMPILER	
MODEL:	*	Valid Programming Language
STATUS:	I	Installed
	P	Planned
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
CPU-PLATFORM:	I	Internet

QID: INOPR - WEB SERVER OPERATING SYSTEMS

CLASS:	OPR	
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	I	Installed
CPU-PLATFORM:	I	Internet Server

QID: INPRG - WEB SERVER SOFTWARE

CLASS:	PRG	
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	I	Installed
	P	Planned
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)

CPU-PLATFORM: I Internet

QID: INSVR - WEB SERVER

CLASS: CPU
 MANUF: * Valid Manufacturer
 MODEL: * Valid Model
 STATUS: I Installed
 P Planned
 IDATE: yyyyymm Date of Installation or Date Planned (yyyyymm)
 CPU-PLATFORM: I Internet
 QTY: * Number of Systems

QID: INTRA - INTRANET APPLICATIONS

CLASS: APR
 MODEL: * Application Name
 STATUS: I Installed Application

QID: ISDN - INTEGRATED SERVICES DIGITAL NETWORK LINES

CLASS: TRK Trunk Lines
 IDATE: yyyyymm Date Planned (only for Plans) (yyyyymm)
 MANUF: * Valid Manufacturer
 MODEL: ISDN Integrated Services Digital Network Lines
 ISDN-BRI Basic Rate Interface (BRI) ISDN Line
 ISDN-PRI Primary Rate Interface (PRI) ISDN line
 QTY: * Number of ISDN Lines
 STATUS: I Installed
 P Planned

QID: ISTOR –WEB SERVER STORAGE

CLASS: IST Internet Storage
 QTY2: * Storage on Internet Servers (Gigabytes)
 IDATE: yyyyymm Date Planned (only for Plans) (yyyyymm)
 STATUS: I Installed
 P Planned

QID: LAN - TECHNOLOGY

CLASS:	LAN	LAN Technology
IDATE:	yyyymm	Date of Planned (yyyymm)
MODEL:	ARCNET	Arcnet
	ATM	ATM
	ETHER100	Ether100
	ETHERNET	Ethernet
	FDDI	FDDI
	GIGAETHERNET	Gigabit-Ethernet
	LOCALTALK	Localtalk
	OTHER	Other
	TOKEN-RING	Token-Ring
	UNSPECIFIED	Unspecified
	WIRELESS LAN	Wireless-LAN
LAN-PLATFORM:	E	Ethernet
	T	Token-Ring LAN
	R	ArcNet LAN
	F	FDDI LAN
	J	Gigabit Ethernet
	K	Localtalk LAN
	Q	ATM LAN
	1	Ethernet-100 LAN
	Z	Other LAN
	N	Unspecified LAN
	W	Wireless-LAN
QTY1:	*	Number of LAN's
QTY2:	*	Number of LAN Nodes by Topology
STATUS:	I	Installed

QID: LANAP - LAN APPLICATIONS

CLASS:	APL	LAN Applications
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MODEL:	*	Application Name
LAN-PLATFORM	N	Unspecified LAN
STATUS:	I	Installed Application
	P	Planned Application

QID: LAND - PLANNED LAN NODES/DEVICES

CLASS:	LAD	Planned LAN Node/Devices
DESC:	Unspecified	Unspecified Nodes/Devices on LAN
LAN-PLATFORM:	N	Unspecified LAN
QTY:	*	Number of Planned Nodes/Devices
STATUS:	P	Planned

QID: LANHB - LAN HUBS

CLASS:	HUB	LAN Hub
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	HUB	Unspecified Hub

QTY:	*	Number of Hubs
STATUS:	I	Installed
	P	Planned

QID: LANMT - LAN MAINTENANCE

CLASS:	MNT	Maintenance
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	MAINT	Maintenance
LAN PLATFORM:	N	Unspecified LAN
STATUS:	I	Installed
	P	Planned

QID: LANOS - LAN OPERATING SYSTEM

CLASS:	LOS	LAN Network Operating System
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
LAN-PLATFORM:	N	Unspecified LAN
STATUS:	I	Installed
	P	Planned

QID: LANRP - LAN ROUTER PROTOCOLS AT SITE

CLASS:	LRP	LAN Router Protocol
DESC:	AppleTalk	AppleTalk
	DECNet	DECNet
	IBX/SPX	IBX/SPX
	LAT	LAT
	Multiple	Multiple
	NetBios	NetBios
	OSI	OSI
	Other	Other
	SDLC	SDLC
	TCP/IP	TCP/IP
	Vines IP	Vines IP
	X25	X.25
	XNS	XNS
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
STATUS:	I	Installed
	P	Planned

QID: LANRT - ROUTER

CLASS:	RTR	LAN Routers
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	ROUTER	Valid Model
QTY:	*	Number of Routers
STATUS:	I	Installed
	P	Planned

QID: LANSW - LAN SWITCHING

CLASS:	LSW	LAN Switching
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SWITCH	
QTY:	*	Number of switches
STATUS:	I	Installed
	P	Planned

QID: LDEX - MONTHLY LONG DISTANCE EXPENDITURES

CLASS:	ZZZ	Additional Questions
QTY:	*	Monthly Long Distance Expenditures (\$)
STATUS:	I	Installed

QID: LDINT - PERCENT OF LONG DISTANCE THAT IS INTERNATIONAL

CLASS:	ZZZ	Additional Questions
QTY:	*	Percent of Outbound Long Distance that is International
STATUS:	I	Installed

QID: LDOUT - PERCENT OF LONG DISTANCE THAT IS OUTBOUND

CLASS:	ZZZ	Additional Questions
QTY:	*	Percent of Long Distance that is outbound
STATUS:	I	Installed

QID: LNG - PROGRAMMING LANGUAGE

CLASS:	LNG	Programming Language
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	COMPILER	Compiler
MODEL:	*	Valid Programming Language
STATUS:	I	Installed
	P	Planned

QID: LNPRG - LAN SOFTWARE

CLASS:	PRG	Software
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
LAN-PLATFORM:	N	Unspecified LAN
STATUS:	I	Installed
	P	Planned
CLASS:	LST	QID: LSTOR - LAN STORAGE
QTY2:	*	LAN and / or SAN Storage
IDATE:	yyyymm	Storage on LAN and / or SAN (Gigabytes)
STATUS:	I	Date Planned (only for Plans) (yyyymm)
	P	Installed
		Planned

QID: MAIN - MAINTENANCE

CLASS:	MNT	Maintenance
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)

MANUF:	*	Valid Manufacturer
MODEL:	MAINT	Maintenance
CPU-PLATFORM:	M	Mainframe System
	S	Midrange System
	W	Workstation System
	X	Unspecified System
STATUS:	I	Installed
	P	Planned

QID: NAS – NETWORK ATTACHED STORAGE (NAS)

CLASS:	AUX	Network Attached Storage (NAS) Devices
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	NAS Device
QTY:	*	Number of NAS Devices, NAS Servers, NAS Appliances
STATUS:	I	Installed
	P	Planned

QID: OPR - OPERATING SYSTEM (NON-PC)

CLASS:	OPR	Operating System (non-PC)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	M	Mainframe System
	S	Midrange System
	W	Workstation System
	X	Unspecified Platform
STATUS:	I	Installed

QID: PACK - PACKET SWITCHING SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	PACKET-NET	Packet-Net
STATUS:	I	Installed
	P	Planned

QID: PBX - PHONE SYSTEM

CLASS:	PBX	Phone System
IDATE:	yyyymm	Date Installed or Planned (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	PBX	Private Branch Exchange System
	CENTREX	Centrex System
	KEY-SYSTEM	Key/Non-PBX System
	CO-SWITCH	Central Office Switch System
	PHONE-SYS	Phone System
	SINGLE-LINE	Phone System
QTY:	*	Number of Phone Systems
QTY2:	*	Number of Extensions
STATUS:	I	Installed

P Planned

QID: PBX80 – 800/WATS LINES

CLASS:	TRK	Trunk Lines
MANUF:	*	Valid Manufacturer
MODEL:	800-LINE	800-Line
QTY:	*	Number of 800/WATS Lines
STATUS:	I	Installed

QID: PBXDD - DIRECT DIAL TRUNK LINES (DDD LINKS)

CLASS:	TRK	Trunk Lines
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	DIAL	Dial
QTY:	*	Number of Direct Dial Trunk Lines
STATUS:	I	Installed
	P	Planned

QID: PBXEX - PLANNED PHONE SYSTEM EXTENSIONS

CLASS:	EXT	Planned PBX Extensions
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Manufacturer of PBX
MODEL:	PBX-EXT	PBX-Ext
QTY:	*	Number of Planned Extensions
STATUS:	P	Planned

QID: PBXLD - LONG DISTANCE CARRIERS

CLASS:	LDC	Long Distance Carriers
DESC-2:	1999	Contract End Date
	2000	Contract End Date
	2001	Contract End Date
	2002	Contract End Date
	2003	Contract End Date
		Contract End Date
	UNSPEC	Unspecified Contract End Date
	NONE	No Contract
MANUF:	*	Valid Manufacturer
MODEL:	LONG-DIST	Long-Dist
QTY:	*	Percent Long Distance by vendor
QTY2:	*	Long Distance Dollars for this vendor (calculated)
STATUS:	I	Installed

QID: PBXTL - TIE LINES

CLASS:	TRK	Trunk Lines
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	TIE-LINE-DED	Tie/Leased Lines - Dedicated
	TIE-LINE-PRV	Tie/Leased Lines – Private Network
	TIE-LINE	Tie/Leased Lines

QTY:	*	Number of Tie/Leased Lines
STATUS:	I	Installed

QID: PBXVM - VOICE MAIL SYSTEM

CLASS:	XVM	Voice Mail Systems
DESC:	On Premise	Local-On Premise System
	Network	Network System
	Unspecified	Unspecified
	Svc Bureau	Service Bureau
MANUF:	*	Valid Manufacturer
MODEL:	VOICE-MAIL	Voice-Mail
STATUS:	I	Installed

QID: PC - PERSONAL COMPUTERS

CLASS:	CPC	Personal Computers
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
QTY:	*	Number of Local PC's
STATUS:	I	Installed
	P	Planned

QID: PCOP - PC OPERATING SYSTEMS

CLASS:	OPR	Operating System (non-PC)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	P	PC-based System
STATUS:	I	Installed

QID: PCPRG - PC SOFTWARE

CLASS:	PRG	Software
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	P	PC Platform
STATUS:	I	Installed

QID: PCSVR - PC-BASED SERVER

CLASS:	CPU	Computer System
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	L	LAN Server
LAN-PLATFORM:	N	Unspecified LAN
QTY:	*	Number of Systems
STATUS:	I	Installed
	P	Planned

QID: PNLOC – TOTAL PRIVATE NETWORK REMOTE LOCATIONS

CLASS:	ZZZ
--------	-----

STATUS:	I	Installed
QTY:	*	Number Remote Locations on Private Network

QID: PRG - SOFTWARE

CLASS:	PRG	Software
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model

CPU-PLATFORM:	N	System (Non-PC)
	M	Mainframe System
	S	Midrange System
	W	Workstation System
	X	Undefined Platform

STATUS:	I	Installed
---------	---	-----------

QID: PRT - PRINTERS

CLASS:	PRT	Printers
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
QTY:	*	Number of Printers
QTY2:	*	Printer Speed (ppm, lpm, or cps depending on Type)
STATUS:	I	Installed
	P	Planned

QID: RAS - REMOTE ACCESS SERVERS

CLASS:	RAS	Remote Access Servers
MANUF:	*	Valid Manufacturer or Unspecified
MODEL:	REM-ACC-SERV	
STATUS:	I	Installed
	P	Planned
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
QTY:	*	Number of Remote Access Servers

QID: RENO – PLANNED MOVE OR RENOVATION

CLASS:	REN	Planned Move Or Renovation
DESC:	PLANNEDMOVE	Planned Move/Renovation of Multiple Departments
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
STATUS:	P	Planned

QID: SAN – STORAGE AREA NETWORK

CLASS:	AUX	Auxiliary Storage (Disk, Tape, SAN) for CPU
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SAN	Storage Area Network
STATUS:	I	Installed
	P	Planned

QID: SAN50 – SAN EXPANSION PLANS

CLASS:	S50	Planned 50% SAN expansion in next 12 months
--------	-----	---

DESC:	EXPAND-SAN	Planned 50% SAN expansion in next 12 months
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
STATUS:	P	Planned

QID: SMDS - SMDS SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SMDS-SERV	SMDS-Serv
STATUS:	I	Installed
	P	Planned

QID: SONET - SONET SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SONET-SERV	Sonet-Serv
STATUS:	I	Installed
	P	Planned

QID: SVOPR - LAN SERVER OPERATING SYSTEMS

CLASS:	OPR	Operating System
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	I	Installed
CPU-PLATFORM:	L	LAN Server

QID: SVR - CPU SERVER (NON-PC)

CLASS:	CPU	
IDATE:	yyyymm	Date of Plan (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	L	LAN Server
LAN-PLATFORM:	N	Unspecified LAN
QTY:	*	Number of Systems
STATUS:	I	Installed
	P	Planned

QID: SW56 - SWITCHED-56 KBPS SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	SWITCHED-56	Switched-56
STATUS:	I	Installed
	P	Planned

QID: T1 - T1 LINES

CLASS:	LNT	Land-Based Network Technology Lines
--------	-----	-------------------------------------

IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	T1	T1 Lines
QTY:	*	Number of T1 Lines
STATUS:	I	Installed
	P	Planned

QID: T3 – T3 LINES

CLASS:	LNT	Land-Based Network Technology Lines
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	T3	T3 Lines
QTY:	*	Number of T3 Lines
STATUS:	I	Installed
	P	Planned

QID: THIN – THIN CLIENTS

CLASS:	TCL	Thin Clients	(Europe Only)
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)	
MODEL:	THIN-CLIENT	Thin Clients, Web-Based Terminals, Network Computers, X-Terminals	
MANUF:	*	Valid Manufacturer	
QTY:	*	Number of Thin Clients	
STATUS:	I	Installed	
	P	Planned	

QID: TMG - TELEMARKETING GROUP/CALL CENTER

CLASS:	ZZZ	Additional Questions
DESC:	Both Inbound and Outbound	Call Center is for Both Inbound and Outbound
	Inbound	Call Center if for Inbound Calling
	Outbound	Call Center if for Outbound Calling
	Unspecified	Unspecified
QTY:	*	Call Center Agents
STATUS:	I	Installed

QID: UPS - UNINTERRUPTIBLE POWER SUPPLY

CLASS:	UPS	Uninterruptible Power Supply
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	UPS	Uninterruptible Power System
	UPS-3PHASE	3-Phase Uninterruptible Power System
QTY:	*	Number of UPS Devices
STATUS:	I	Installed
	P	Planned

QID: VIP – VOICE OVER IP SERVICE

CLASS:	VIP	Voice Over Internet
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	VOICEOVERIP	Voice Over Internet Service

STATUS:	I	Installed
	P	Planned

QID: VPN - VIRTUAL PRIVATE NETWORKS

CLASS:	VPN	Virtual Private Networks
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	VPN	Virtual Private Networks
STATUS:	I	Installed
	P	Planned

QID: WANLL - LEASED LINE WAN SERVICE (EUROPE ONLY)

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	LEASED-LINE	Leased Line
STATUS:	I	Installed
	P	Planned

QID:XDSL - XDSL LINES

CLASS:	LNT	LNT
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	XDSL	XDSL Lines
QTY:	*	Number of lines
STATUS:	I	Installed
	P	Planned

QID: X25 - X.25 SERVICE

CLASS:	NET	Network Services
IDATE:	yyyymm	Date Planned (only for Plans) (yyyymm)
MANUF:	*	Valid Manufacturer
MODEL:	X25-SERV	X25-Serv
STATUS:	I	Installed
	P	Planned



Appendix B

Expected Class Values for the Product Specification Table

The Product Specifications Table provides additional information on the particular product for a Product Table record. For example, this includes Specifications such as Series name, etc. for CPUs. Each CLASS of data will have different information depending on the nature of that particular product.

The expected values in the fields of the Product Specifications Table vary depending on the specific type of product, determined by the field CLASS (field 3). Below are the specific expected values for each CLASS. Those fields not listed are either blank (for alpha fields), or zero (numeric fields). The TABKEY field (field 2) gives a unique key into the Product Specifications Table for each Product Table record that has Specifications data.

There will be a Product Specifications Record for each unique occurrence of CLASS, MANUFACTURER and MODEL. A key field is provided (TABKEY) which gives a reference to the appropriate entry in the Product Specifications Table for each product record.

Note that records have been provided for every class, whether additional information is available for that CLASS or not. This provides the ability to create lookups from the Product Specifications Table data, if required. Certain classes (such as 'ZZZ', and 'LAD') will have only one record in the Product Specifications Table (since there is no Manufacturer or Model for these records) that is referenced by all of the Product Table records of that Class. These are essentially "dummy" records, providing no real additional information beyond the site-level summary field.

Expected Values by CLASS (alphabetical order)

CLASS: ACD - AUTOMATIC CALL DISTRIBUTORS

DESCRIPTION:	AUTOMATIC CALL DISTRIBUTOR	Automatic Call Distributor
MANUF:	*	Valid Manufacturer
MODEL:	ACD	ACD

CLASS: API - APPLICATIONS ON WEB SERVERS

CLASS	API	
MODEL	*	Application Name
GROUP	*	Group Name
SERIES	*	Series Name

CLASS: APL - APPLICATIONS ON CPU

GROUP:	*	Group Name
MODEL:	*	Application Name
SERIES:	*	Series Name

CLASS: APR - INTRANET APPLICATIONS

CLASS	APR	
MODEL	*	Application Name
GROUP	*	Group Name

SERIES	*	Series Name
--------	---	-------------

CLASS: APW - INTERNET APPLICATIONS

DESCRIPTION:	INTERNET APPLICATION	Internet Application
MODEL:	*	Application Name

CLASS: APA - APPLICATIONS PROVIDED BY ASP

CLASS	APA	
MODEL	*	Application Name
GROUP	*	Group Name
SERIES	*	Series Name

CLASS: ASP - APPLICATION SERVICE PROVIDER

CLASS	ASP	
MANUF:	*	Valid Manufacturer
MODEL:	ASP	ASP
DESCRIPTION:	APPLICATION SERVICE PROVIDER	Application Service Provider

CLASS: AUX - AUXILLIARY STORAGE (DISK, TAPE, NAS & SAN)

DESCRIPTION:	*	Description
GROUP:	*	Group Name
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
SERIES:	*	Series Name
TYPE:	AUTOLDR	Tape Autoloader
	DISK	Disk Drive
	NAS	Network Attached Storage (NAS) Device
	OPDISK	Optical Disk Drive
	RAID	Disk RAID Array
	SAN	Storage Area Network
	TAPE	Tape Drive
	TLIB	Tape Library

CLASS: CPC - PERSONAL COMPUTERS

DESIGN:	*	Processor Type
DFAMILY:	M68000	Motorola 68000 family
	PROP	Proprietary Processor
	RISC	Other RISC microprocessors
	X86	X86 Family
DGROUP:	68XXX	Motorola 68000 Processor Group
	X86	X86 Processor Group
	88000	Motorola 88000 Group
	ALPHA	Alpha Processor
	CLIPPER	Clipper Chip
	MIPS	MIPS Processor Group
	PA/RISC	HP PA/RISC Processor
	PENTIUM	Pentium Processor Group
	PENT-II	Pentium II Processor Group

	PENT-III	Pentium III Processor Group
	PENT-4	Pentium 4 Processor Group
	POWER	IBM PowerPC Processor Group
	POWERG3	750 Processor
	POWERG4	7410 Processor
	POWERPC	Power PC 60X Processor Group
	PROP	PROP
	SPARC	Sparc Processor Group
OS-SUPPORT:	UWOXXXXX	Position 1 'U' - Unix Operating System Supported
		Position 2 'W' - Windows Operating System Supported
		Position 3 'O' - Other Operating System Supported
		Position 4-8 "XXXXX" - Reserved for future use
GROUP:	*	Group Name
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
SERIES:	*	Series Name
TYPE:	DESK	Desk

CLASS: CPU - COMPUTER SYSTEM

DESCRIPTION:	A370 Compatible Mainframe	(TYPE='A370')
	Non-A370 Mainframe	(TYPE='NA370')
	Midrange Computer System	(TYPE='MIDR')
	Traditional Workstation	(TYPE='WORK')
	Personal Workstation	(TYPE='WORK')
	Personal Desktop Computer	(TYPE='DESK')
	Personal Portable Computer	(TYPE='PORT')
DESIGN:	*	Processor Type
DFAMILY:	M68000	Motorola 68000 family
	PROP	Proprietary Processor
	RISC	Other RISC microprocessors
	X86	X86 Family
DGROUP:	68XXX	Motorola 68000 Processor Group
	X86	X86 Processor Group
	88000	Motorola 88000 group
	ALPHA	DEC Alpha Processor
	CLIPPER	Clipper Chip
	MIPS	MIPS Processor Group
	PA/RISC	HP PA/RISC Processor
	PENTIUM	Pentium Processor Group
	PENT-II	Pentium II Processor Group
	PENT-III	Pentium III Processor Group
	PENT-4	Pentium 4 Processor Group
	POWER	IBM PowerPC Processor Group
	POWERG3	750 Processor
	POWERG4	7410 Processor
	POWERPC	Power PC 60X Processor Group
	PROP	PROP
	SPARC	Sparc Processor Group
OS-SUPPORT:	UWOXXXXX	Position 1 'U' - Unix Operating System Supported

GROUP: *

MANUF: *

MODEL: *

SERIES: *

TYPE: A370

NA370

MIDR

WORK

DESK

PORT

Position 2 'W' - Windows Operating System Supported

Position 3 'O' - Other Operating System Supported

Position 4-8 "XXXXX" - Reserved for future use

Group Name

Valid Manufacturer

Valid Model

Series Name

A370 Compatible Mainframe

Non-A370 Mainframe

Midrange Computer System

Workstation Based System

Personal Desktop Computer

Personal Portable Computer

CLASS: DST - DASD STORAGE

DESCRIPTION: DASD Storage

Direct Attached Storage Device Storage (on Systems)

CLASS: EXT - PLANNED PBX EXTENSIONS

DESCRIPTION: PLANNED PBX EXTENSIONS

Planned PBX Extensions

MANUF: *

Valid PBX Manufacturer

MODEL: PBX-EXT

PBX-Ext

CLASS: HUB - HUBS

DESCRIPTION: HUB

Hub

MANUF: *

Valid Manufacturer

MODEL: HUB

Unspecified Hub

CLASS: IAP - INTERNET ACCESS PROVIDER

DESCRIPTION: INTERNET ACCESS PROVIDER

Internet Access Provider

MANUF: *

Valid Manufacturer

MODEL: INET-ACCESS

Internet Access

CLASS: IST - INTERNET SERVER STORAGE

DESCRIPTION: INTERNET SERVER STORAGE

Internet Server Storage

CLASS: LAD - LAN DEVICES

DESCRIPTION: LAN DEVICE

LAN Device

CLASS: LAN - LOCAL AREA NETWORKS

DESCRIPTION: LAN TECHNOLOGY

LAN Technology

MODEL: ARCNET

Arcnet

ATM

ATM

ETHER100

Ether100

ETHERNET

Ethernet

FDDI

FDDI

GIGAETHERNET

Gigabit Ethernet

LOCALTALK

Localtalk

Other

Other

TOKEN-RING

Token-Ring

WIRELESS LAN

Wireless-LAN

CLASS: LDC - LONG DISTANCE CARRIERS

DESCRIPTION: LONG DISTANCE CARRIER
 MANUF: *
 MODEL: LONG-DIST

Long Distance Carrier
 Valid Manufacturer
 Long-Dist

CLASS: LNG - PROGRAMMING LANGUAGE

DESCRIPTION: PROGRAMMING LANGUAGE
 GROUP: LANGUAGE
 MANUF: COMPILER
 MODEL: *
 SERIES: LANGUAGE
 TYPE: SYSTEM

Programming Language
 Language
 Compiler
 Valid Programming Language
 Language
 System

CLASS: LNT - NETWORK TECHNOLOGY LINES

DESCRIPTION: T1 LINE
 T3 LINE
 XDSL LINE
 MANUF: *
 MODEL: T1
 T3
 XDSL

T1 Line
 T3 Line
 XDSL Line
 Valid Manufacturer
 T1 Lines
 T3 Lines
 XDSL Lines

CLASS: LOS - LAN OPERATING SYSTEMS

DESCRIPTION: LAN OPERATING SYSTEM
 GROUP: *
 MANUF: *
 MODEL: *
 SERIES: *

LAN Operating System
 Group Name
 Valid Manufacturer
 Valid Model
 Series Name

CLASS: LRP - LAN PROTOCOLS USED AT SITE

DESCRIPTION: LAN ROUTER PROTOCOL

LAN Protocol

CLASS: LST - NETWORK STORAGE

DESCRIPTION: NETWORK STORAGE

Network Storage (including LAN & SAN)

CLASS: LSW - LAN SWITCHING

DESCRIPTION: LAN SWITCH
 MANUF: *
 MODEL: SWITCH

LAN Switch
 Valid Manufacturer

CLASS: MNT - MAINTENANCE VENDORS

DESCRIPTION: MAINTENANCE VENDOR
 MANUF: *
 MODEL: MAINT

Maintenance Vendor
 Valid Manufacturer
 Maintenance

CLASS: NET - NETWORK SERVICES

DESCRIPTION:	ATM SERVICE	ATM Service
	FDDI SERVICE	FDDI Service
	FRAME RELAY SERVICE	Frame Relay Service
	LEASED-LINE SERVICE	Leased Line WAN Service
	PACKET SWITCH NETWORK	Packet Switch Network
	SMDS SERVICE	SMDS Service
	SONET SERVICE	Sonet Service
	SWITCHED 56 LINE	Switched 56 Line
	X.25 SERVICE	X.25 Service
MANUF:	*	Valid Manufacturer
MODEL:	ATM-SERV	ATM-Serv
	FDDI-SERV	FDDI-Serv
	FRAME-RELAY	Frame-Relay
	LEASED-LINE	Leased Line
	PACKET-NET	Packet-Net
	SMDS-SERV	SMDS-Serv
	SONET-SERV	Sonet-Serv
	SWITCHED-56	Switched-56
	X25-SERV	X25-Serv

CLASS: OPR - OPERATING SYSTEMS

DESCRIPTION:	OPERATING SYSTEM	Operating System
GROUP:	*	Group Name (not all have group)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
SERIES:	*	Series name (not all have series)

CLASS: PBX - PHONE SYSTEM

DESCRIPTION:	CENTRAL OFFICE SWITCH	Central Office Switch
	KEY/NON-PBX SYSTEM	Key/Non-PBX System
	PHONE SYSTEM	Phone System
	PRIVATE BRANCH EXCHANGE	Private Branch Exchange
GROUP:	*	Group Name
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
SERIES:	*	Series Name

CLASS: PRG - SOFTWARE

DESCRIPTION:	*	Description of Group
GROUP:	*	Group Name
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
SERIES:	*	Series Name
TYPE:	APPL	Application
	SYSTEM	System

CLASS: PRT - PRINTERS

TYPE:	INKJET	
	THERMAL	
	MULTI	
	LINE	
	PAGE	
	SERIAL	
DESC:	DOT MATRIX PRINTER	
	INK JET PRINTER	
	LINE PRINTER	
	LASER PRINTER	
	THERMAL PRINTER	
	MULTIFUNCTION LASER PRINTER	
	MULTIFUNCTION INKJET PRINTER	
	UNSPECIFIED	
GROUP:	*	Group Name
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
SERIES:	*	Series Name

CLASS: RAS - REMOTE ACCESS SERVER

DESCRIPTION:	REMOTE ACCESS SERVER	Remote Access Server
MANUF:	*	Valid Manufacturer
MODEL:	REM-ACC-SVR	Router

CLASS: REN – PLANNED MOVE OR RENOVATION

DESCRIPTION:	PLANNEDMOVE	Move/Renovation of Multiple Departments or >5% Employees
--------------	-------------	--

CLASS: RTR - ROUTERS

DESCRIPTION:	ROUTER	Router
MANUF:	*	Valid Manufacturer
MODEL:	ROUTER	Router

CLASS: S50 – SAN EXPANSION PLANS

DESCRIPTION:	EXPAND-SAN	Planned 50% SAN expansion in next 12 months
--------------	------------	---

CLASS: SRV - SERVICES PROVIDERS

DESCRIPTION:	SERVICES VENDOR	Services Vendor
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services

CLASS: TCL - THIN CLIENTS

DESCRIPTION:	THIN CLIENT	Thin Clients (Europe Only)
MANUF:	*	Valid Manufacturer
MODEL:	THIN-CLIENT	Thin Clients, Web-Based Terminals, Network Computers, X-Terminals

CLASS: TRK - TRUNK LINES

DESCRIPTION:	DIAL-UP LINE	Dial-Up Line
--------------	--------------	--------------

	800/WATS LINE	800/Wats Line
	ISDN LINE	ISDN Line
	ISDN-BRI LINE	ISDN-BRI Line
	ISDN-PRI LINE	ISDN-PRI Line
	TIE LINE	Tie/Leased Line
	TIE LINE – PRIVATE	Tie Liner – Private Network
	TIE LINE – DEDICATED	Tie Line – Dedicated Access
MANUF:	*	Valid Manufacturer
MODEL:	800/WATS-LINE	800/WATS-Line
	DIAL	Dial
	ISDN	Integrated Services Digital Network Lines
	ISDN-BRI	Basic Rate Interface (BRI) ISDN Line
	ISDN-PRI	Primary Rate Interface (PRI) ISDN line
	TIE LINE	Tie/Leased Line
	TIE-PRIV	Tie Liner – Private Network
	TIE-DED	Tie Line – Dedicated Access

CLASS: UPS - UNINTERRUPTABLE POWER SUPPLY

DESCRIPTION:	POWER SYSTEM	Power System
MANUF:	*	Valid Manufacturer
MODEL:	UPS	Uninterruptible Power Supply

CLASS: VIP – VOICE OVER INTERNET IP

DESCRIPTION:	VOICE OVER INTERNET IP	Voice Over Internet Service
MANUF:	*	Valid Manufacturer
MODEL:	VIP	Voice Over Internet

CLASS: VPN - VIRTUAL PRIVATE NETWORKS

DESCRIPTION:	VIRTUAL PRIVATE NETWORK	Virtual Private Network
MANUF:	*	Valid Manufacturer
MODEL:	VPN	Virtual Private Networks

CLASS: WIS - WIRELESS LINES

DESCRIPTION:	CELLULAR	Cellular
MODEL:	CELLULAR	Cellular

CLASS: XVM - VOICE MAIL SYSTEMS

DESCRIPTION:	VOICE MAIL SYSTEM	Voice Mail System
MANUF:	*	Valid Manufacturer
MODEL:	VOICE-MAIL	Voice-Mail

CLASS: ZZZ - ADDITIONAL QUESTIONS

DESCRIPTION:	SPECIAL QUESTIONS	Special Questions
--------------	-------------------	-------------------



Appendix C

Relational Database Format Templates

For CD-ROM clients, Harte-Hanks Market Intelligence has provided database templates in your shipment for Microsoft Access. These “empty” Access files contain the tables for each corresponding

These templates are provided to simplify the data import process and insure accuracy.

Templates are intended to define data tables and set up relationships, but do not provide query or reporting features. Please refer to the document files included with the templates for instructions.



Revised
September
2004

25

Dynamic Data Table

The Dynamic Data Table is the central summary of changes and additions to the RDF structure between the time that major revisions in RDF are published and released. The current revision is Version 8.0, released in February 2003.

This table 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 document is cumulative – replace your existing Dynamic Data Table chapter with this version.

Table Layout

The Dynamic Data Table is laid out as follows:

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OY – Dynamic Record
2.	SITEID	I	9	Site-ID – Harte-Hanks Market Intelligence Assigned
3.	YEAR-EST	A	4	Year the Company was Established
4.	BAACCT	A	3	Business Activity - Accounting
5.	BASALES	A	3	Business Activity - Sales
6.	BAMKTG	A	3	Business Activity - Marketing
7.	BAHR	A	3	Business Activity - Human Resources
8.	BACC	A	3	Business Activity - Call Center
9.	BACUST	A	3	Business Activity - Customer Service
10.	BAMANUF	A	3	Business Activity - Manufacturing
11.	BAENG	A	3	Business Activity - Engineering
12.	BAPURCH	A	3	Business Activity - Purchasing
13.	ITSOURCE	A	12	Source for Mgmt. of Computers & Systems
14.	LAN-PRES	A	3	Presence of LAN
15.	PORT-PRES	A	3	Presence of Laptops
16.	TOLLFREE-PRES	A	3	Presence of a Toll Free Number
17.	PHONE-SYS	A	11	Phone System Manufacturer
18.	ESTBROAD	A	3	Modeled presence of Broadband Connection
19.	ESTWAN	A	3	Modeled presence of a Wide Area Network
20.	PHONE-SYS-PLAN	A	11	Phone System Manufacturer – Planned
21.	APP-DEV-SW-STATUS	A	1	Application Development Software Status (I/P/B)
22.	DATA-MGMT-SW-STATUS	A	1	Database Management Software Status (I/P/B)
23.	SEC-SYS-SW-STATUS	A	1	Security & Systems Mgmt Software Status (I/P/B)
24.	STORAGE-SW-STATUS	A	1	Storage Management Software Status (I/P/B)
25.	ENTERPRISE-SW-STATUS	A	1	Enterprise Software Status (I/P/B)

26.	OFFICE-SW-STATUS	A	1	Office & Productivity Software Status (I/P/B)
27.	MULTINATIONAL	A	3	Site is Part of a Multinational Company
28.	DUNS-NUMBER	A	9	Site-level DUNs Number from D&B
29.	DUNS-CONFIDENCE	A	2	DUNs Number Confidence Code from D&B
30.	DESKTOP-MANUF	A	11	Primary Desktop PC Manufacturer at Site
31.	PORTABLE-MANUF	A	11	Primary Notebook PC Manufacturer at Site

Field Descriptions - Alphabetical Listing

APP-DEV-SW-STATUS

Format: A1
Description: Application Development Software Status
Value(s): I Installed
P Planned
B Installed & Planned

BAACCT

Format: A3
Description: Business activity of Accounting
Value(s): Yes
No

BASALES

Format: A3
Description: Business activity of Sales
Value(s): Yes
No

BAMKTG

Format: A3
Description: Business activity of Marketing
Value(s): Yes
No

BAHR

Format: A3
Description: Business activity of Human Resources
Value(s): Yes
No

BACC

Format: A3
Description: Business activity - Call Center on site
Value(s): Yes
No

BACUST

Format: A3
Description: Business activity of Customer Service and Support
Value(s): Yes
No

BAMANUF

Format: A3
Description: Business activity of Manufacturing
Value(s): Yes
No

BAENG

Format: A3
Description: Business activity of Engineering
Value(s): Yes
No

BAPURCH

Format: A3
Description: Business activity of Purchasing
Value(s): Yes
No

DATA-MGMT-SW-STATUS

Format: A1
Description: Database Management (DBMS) & Reporting Software Status
Value(s): I Installed
P Planned
B Installed & Planned

DESKTOP-MANUF

Format: A11
Description: Primary Manufacturer of the Desktop PCs (single manufacturer collected per site)
Value(s): Manufacturer Name (i.e., Dell, IBM, HP)

DUNS-NUMBER

Format: A9

Description: The site-level DUNS Number is a unique nine-digit identifier of a single business entity defined by D&B. The DUNS Number is matched and appended to the HMI SiteID along with the corresponding 2-digit Confidence Code. DUNS Numbers are matched and appended to HMI SiteIDs several times per year to assist RDF customers in linking their information from internal systems to HMI's CI Technology Database content.

Value(s): 000000000

DUNS-CONFIDENCE

Format: A2

Description: The DUNS Confidence Code is the numeric level of "match" confidence that D&B assigns to a site-level DUNS Number, with 10 being the highest degree of confidence. DUNS Confidence Codes are proprietary to D&B and are generated in Company Name-Address-Phone matches of D&B site records and HMI Site records. High Confidence Codes do not equate to exact matches.

Value(s): 01-10

ENTERPRISE-SW-STATUS

Format: A1

Description: Enterprise Software Status

Value(s): I Installed
 P Planned
 B Installed & Planned

ESTBROAD

Format: A3

Description: Modeled presence of a Broadband Internet Connection (greater than 56kbps)

Value(s): Yes
 No

ESTWAN

Format: A3

Description: Modeled presence of a Wide Area Network

Value(s): Yes

ITSOURCE

Format: A12

Description: Who manages the computers and systems at this site

Value(s): Internal
 Outsourced
 Corporate

LAN-PRES

Format: A3
Description: Presence of a Local Area Network (LAN)
Value(s): Yes
No

MULTINATIONAL

Format: A3
Description: This site has been identified as belonging to a multinational company that has a global presence in multiple countries. The site may or may not be part of a corporation identified in the HMI Enterprise Table.
Value(s): Yes Identified as a Multinational Site
No Not identified as a Multinational Site at this time

OFFICE-SW-STATUS

Format: A1
Description: Office & Productivity Software Status
Value(s): I Installed
P Planned
B Installed & Planned

PHONE-SYS

Format: A11
Description: Manufacturer of the Installed Phone System (Key System, PBX, etc.)
Value(s): Manufacturer Name (i.e., Avaya, Panasonic, etc.)

PHONE-SYS-PLAN

Format: A11
Description: Planned Manufacturer of the Installed Phone System (Key System, PBX, etc.)
Value(s): Manufacturer Name (i.e., Avaya, Panasonic, etc.)

PORTABLE-MANUF

Format: A11
Description: Primary Manufacturer of the Notebook PCs (single manufacturer collected per site)
Value(s): Manufacturer Name (i.e., Apple, Gateway, Toshiba)

PORT-PRES

Format: A3
Description: Presence of portable PCs (Laptops, Notebooks)
Value(s): Yes
No

RECID

Format: A2
Description: First two bytes of each record. Identifies table to which record belongs.
Value(s): OY Dynamic Product record ID

SEC-SYS-SW-STATUS

Format: A1
Description: Security & Systems Management Software Status
Value(s): I Installed
P Planned
B Installed & Planned

SITEID

Format: I9
Description: 000000000 - Unique nine-digit Site ID assigned by Harte-Hanks Market Intelligence.
Value(s): See Site Description Table, Section 1, page 1.9

STORAGE-SW-STATUS

Format: A1
Description: Storage Management Software Status
Value(s): I Installed
P Planned
B Installed & Planned

TOLLFREE-PRES

Format: A3
Description: Presence of a Toll Free number (i.e., 800, 888, 877, 866 and 855 numbers)
Value(s): Yes

YEAR-EST

Format: A4
Description: Year the company was established
Value(s): YYYY