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Dear Valued RDF Client,

It is with great pleasure that I announce to you our plans for making important new enhancements to our flagship product the **CI Technology Database**. In 2005, we will be adding critical new market intelligence content across a wide section of technology areas including software, servers, storage, and services. These additions are designed to help our clients by allowing them to:

- Understand their current client base better
- More effectively segment and target new prospects
- Assess the proximity of competitors to key accounts
- Plan appropriate upsell and cross sell strategies
- Discover marketshare levels
- Analyze market adoption readiness for new products & services

This new release of the CI Technology Database '05 edition is the result of an ongoing partnership we have with our clients as well as our commitment to providing the most useful market intelligence in the business.

The technology market continues to evolve, and over the past year we have been meeting with our clients to discuss and identify the key new market intelligence needed to make informed sales and marketing decisions. The result of these efforts is our new 2005 update and is briefly summarized in the list below:

- Enterprise Software – Profiling enterprise adoption of ERP software and BPM frameworks
- Servers & Systems - More detail about the type and size of server deployments.
- Storage Solutions – Enhanced details about the size and type of storage systems.
- PCs & Workstations – Greater information about workstations and desktop / laptop fleet age.
- Services and Outsourcing – Tracking of more service areas like application support & datacenter management.
- New Technology Adoption – Greater adoption detail for open source, wireless, and VOIP.

The new enhancements will occur in two phases. **The first phase will be launched June 1<sup>st</sup> with the new CI Technology Database Relational Database Format documents that are included with this announcement letter reflecting these upgrades.** A follow up release later this summer will focus more on our telecommunication and security.

This is just a general overview describing the scope and value of the New and Improved, CI Technology Database. As we move closer to our launch date, you can expect to receive additional support information from Harte-Hanks. And of course, you are invited to call your sales and support associates, or myself, at any time to help you answer any questions you may have, or even to share your ideas for new market intelligence content.

Again, thank you for your continued support, your partnership, and your confidence in the CI Technology Database.

We are excited about the new 2005 edition and are already looking forward to the superior results these changes will deliver.

Warmest regards,

Randy Ilas  
Director of Product Management  
Harte-Hanks  
(858) 625-4886



**Market Intelligence**

# **Relational Database Format**

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

**Version 9.0**

**June 2005**

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# 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 600,000 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?

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 Client Application Specialist. If you wish to receive additional data or tables, contact your Harte-Hanks 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, printer and storage products
- Site Software and Services Summary: Site totals for computer software products and IT services
- 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 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 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	Format	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 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 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 Software and Services Summary
- Site Communications Summary
- Summary Product Table
- Additional Site Descriptions
- Client Defined Data
- Custom Scoring Data
- TechModels

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

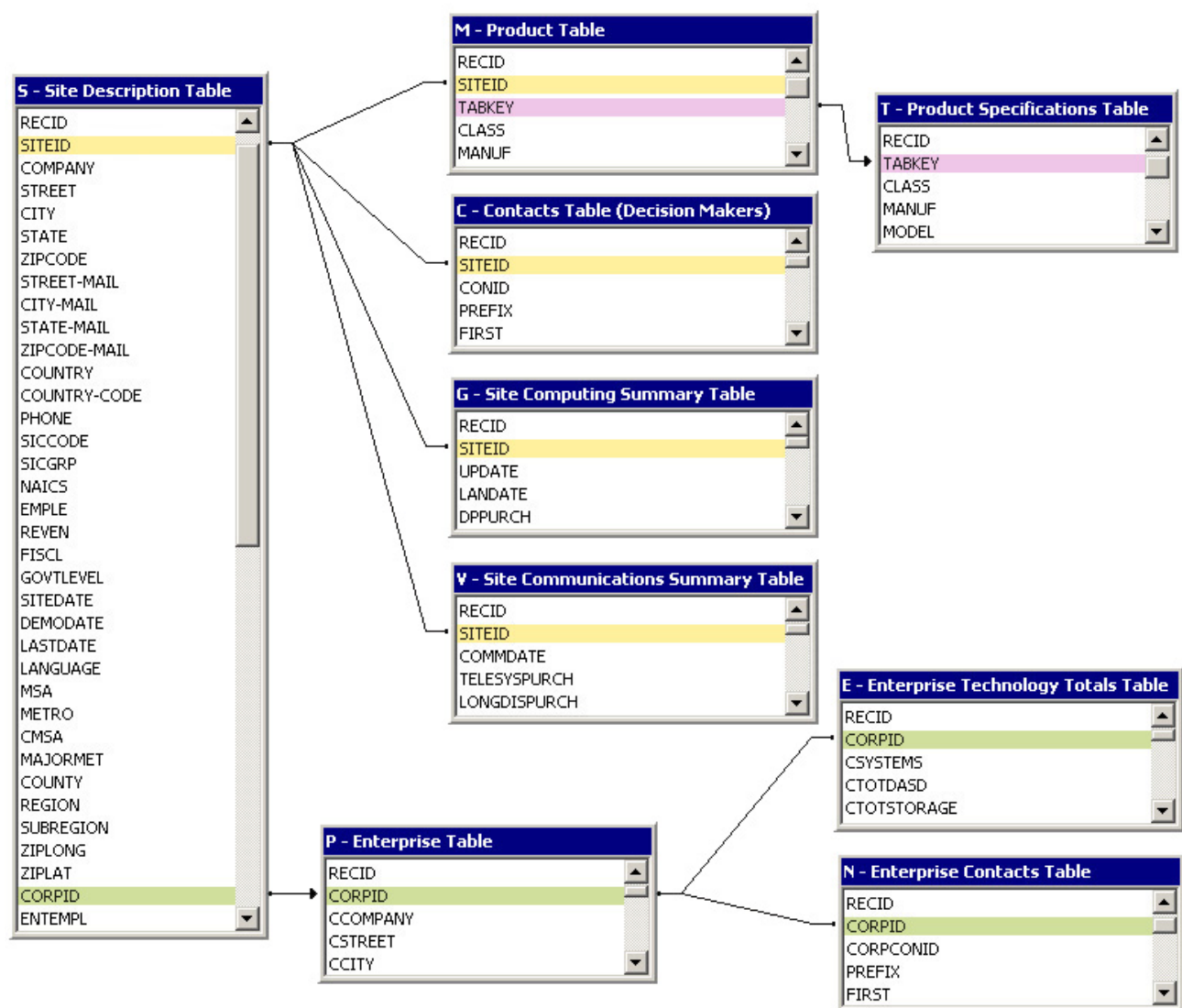
For example, one site record may have many contact records and many product records.

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	'F'

### Site Computing Summary Table

	Field Name	Type	Length	Values
1.	RECID	A	2	'OG'
2.	SITEID	I	9	'101003001'
3.	ITUPDATE	A	6	'200408'
4.	SVRPRUCH	A	6	'PARENT'
5.	PCPURCH	A	6	'LOCAL'
6.	TOTPC	I	6	'525'
7.	PLANPC	I	6	'50'
8.	TOTDESK	I	6	'250'
9.	PLANDESK	I	6	'25'

# 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 Q	-	Site Software and Services 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)



# 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 P).

## Layout for Table (S) – 70 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OS - Site Record ID
2.	SITEID	I	9	Site-ID – Harte-Hanks 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 ZIP Code
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 ZIP Code
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.	DEMODATE	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	5	MSA Code
27.	METRO	A	3	Metro
28.	CMSA	A	3	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- Harte-Hanks 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.	CHANNEL-FLAG	A	1	Identified as Channels Database Site
44.	SP-FLAG	A	1	Identified as Service Provider Database Site
45.	STREET2	A	35	Physical Street Address 2 (E/L)
46.	STREET3	A	35	Street3 (E)
47.	COUNTY-PROVINCE	A	20	Physical County-Province (E)
48.	NUTS4-CODE	A	5	NUTS4-CODE (E) (formerly found in county-code)
49.	FREE-PHONE	A	20	Toll Free Phone Number (E)
50.	FAX	A	20	FAX Number (E)
51.	NA-CODE	A	4	NAF Code (French Company Registration Number) (E)
52.	REG-CODE	A	20	Company Registration Number (E)
53.	TURNOVER-CODE	A	2	Turnover Qualifier Code (E)
54.	TURNOVER-LOCAL	I	12	Annual Turnover (Revenue) in Local Currency (E)
55.	TURNOVER-EUROS	I	12	Annual Turnover (Revenue) in Euros (E)
56.	VAT-CODE	A	20	VAT Code (E)
57.	IT-EMPLOYEES	I	6	Number of IT Employees at Site (E)
58.	SITES-IN-COUNTRY	I	6	Total Number of Sites in Country for Company (E)
59.	EMP-INCO-INCNTY	I	9	Total Employees in Company in Country (E)
60.	REMOTE-WORKERS	I	6	Total Number of Workers Connected Remotely (E)
61.	EUROPE-SITEID	I	6	Alternate Harte-Hanks ID Number (E)
62.	IT-EMPLE-RANGE	A	4	Number of IT Employees at Site
63.	BRAZILTAX	A	14	Brazilian Tax Code (Brazilian Sites Only)
64.	NATLSORCE	A	3	National Ranking Source (E)
65.	NATLRANK	I	4	National Rank (E)
66.	EUROSOURCE	A	3	European Ranking Source (E)
67.	EURORANK	I	4	European Rank (E)
68.	PRIMARY-DUNS-NUMBER	A	9	Matching Dunn & Bradstreet Number (as per D&B)

69.	YEAR-EST	A	4	Year the Company was Established
70.	MULTINATIONAL	A	3	Identified as Part of a Multinational Company

(E): European Data Only

(E/L): European and Latin America Data Only

## Field Descriptions — Alphabetical Listing

### 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: Site is Part of the Channels Database.

Value(s): Y Yes

### CMSA

Format: A3

Description: Consolidated Metropolitan Statistical Area Code (CMSA - Similar to Major Metro).

Related: MAJORMET

### COMPANY

Format: A50

Description: Site Name.

### CORPID

Format: A5

Description: Harte-Hanks Assigned Code Providing Linkage to the Parent Enterprise.

### CORPHDQ

Format: A15

Description: Enterprise Status of Site.

Value(s): ULTIMATE HQ  
DIVISIONAL HQ  
STANDALONE HQ  
BRANCH  
NOT LINKED

### 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
	CZ	Czech Republic
	DE	Germany
	DK	Denmark
	EC	Ecuador
	ES	Spain
	FI	Finland
	FR	France
	GB	United Kingdom (Great Britain)
	HU	Hungary
	IE	Ireland
	IT	Italy
	LU	Luxembourg
	MX	Mexico
	NL	Netherlands
	NO	Norway
	PE	Peru
	PL	Poland
	PT	Portugal
	SE	Sweden
	SL	Slovakia
	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)

## DEMODATE

Format: A6

Description: Date of Last Demographics Interview. (YYYYMM)

## EMP-INCO-INCNTY

Format: I9

Description: Total Number of Employees in Company in Country (European Data Only)



**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 Harte-Hanks 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

**HOMEPAGEURL**

Format: A35

Description: URL Address for Site's Home Page.

**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)

**LANGUAGE**

Format: A3

Description: 3-Letter Code for Language Spoken at the Site. (European Data 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 – 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: A5

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

Related: METRO

**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 Harte-Hanks Enterprise Table.

Value(s): NO Not identified as a Multinational Site at this time  
YES Identified as a Multinational Site

**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: Source for 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.**PRIMARY-DUNS-NUMBER**

Format: A9

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

Value(s): 000000000

**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 SiteID.

**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 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.

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.

<b>1</b>	<b>USA</b>	
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	
	XXX000000	Unique Number within the State
05	CA	
	XXX000000	Unique Number within the State
06	CO	
	XXX000000	Unique Number within the State
07	CT	
	XXX000000	Unique Number within the State
08	DC	
	XXX000000	Unique Number within the State
09	DE	
	XXX000000	Unique Number within the State
10	FL	
	XXX000000	Unique Number within the State
11	GA	
	XXX000000	Unique Number within the State
12	HI	
	XXX000000	Unique Number within the State
13	ID	
	XXX000000	Unique Number within the State
14	IL	
	XXX000000	Unique Number within the State
15	IN	
	XXX000000	Unique Number within the State
16	IA	
	XXX000000	Unique Number within the State
17	KS	
	XXX000000	Unique Number within the State
18	KY	
	XXX000000	Unique Number within the State
19	LA	
	XXX000000	Unique Number within the State
20	ME	
	XXX000000	Unique Number within the State
21	MD	
	XXX000000	Unique Number within the State
22	MA	
	XXX000000	Unique Number within the State
23	MI	
	XXX000000	Unique Number within the State
24	MN	
	XXX000000	Unique Number within the State

25	MS	
	XXX000000	Unique Number within the State
26	MO	
	XXX000000	Unique Number within the State
27	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
<b>2</b>	<b>Canada</b>		
	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
<b>3</b>	<b>Europe</b>		
	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
17	SL	XXX000000	Unique number within Slovakia
18	HU	XXX000000	Unique number within Hungary
19	PL	XXX000000	Unique number within Poland
20	CZ	XXX000000	Unique number within Czech Republic
<hr/>			
4	<b>Latin America</b>		
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)

**SP-FLAG**

Format: A1

Description: Site is part of the Service Provider Database.

Value(s): Y Yes

**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

**STATE-MAIL**

Format: A2

Description: Site's State Mailing Address - See STATE for codes.

**STREET2**

Format: A35

Description: Physical Street Address 2. (European and Latin America 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**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)

Value(s): 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)

YEAR-EST

Format: A4  
Description: Year Company was Established – YYYY.

ZIPCODE

Format: A10  
Description: Site 9-Digit ZIP Code Canadian Sites - 6-Character Postal Code. (e.g., 'M5S 2W4')

ZIPCODE-MAIL

Format: A10  
Description: Site 9-Digit Mailing ZIP Code.

ZIPLAT

Format: A7  
Description: 0000000 - Seven Digit Latitude Identifier for ZIP Code Centroid.  
Value(s): 000XXXX      Three Digit Latitude In Degrees  
Three Digit Fraction of Degree Latitude  
Single Digit Hemispheric Latitude  
N      North  
S      South  
Related: ZIPCODE, LATITUDE

ZIPLONG

Format: A7  
Description: 0000000 - Seven Digit Longitude Identifier for ZIP Code Centroid.  
Value(s): 000XXXX      Three Digit Longitude In Degrees  
Three Digit Fraction of Degree Longitude  
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 – Harte-Hanks 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)

(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 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 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.  
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 related resources at a site, including servers, printers, storage devices, networking equipment, and more. This table includes many of the most commonly requested totals, such as total number of servers or PCs, both installed and planned. The totals have been calculated for you, so finding a relevant value is easy and convenient.

## Layout for Table (G) – 90 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OG - Computing Summary Record-ID
2.	SITEID	I	9	Site-ID – Harte-Hanks Assigned
3.	ITUPDATE	A	6	IT Technology Update
4.	SVRPURCH	A	6	Server Purchasing Decisions (Local/Parent)
5.	PCPURCH	A	6	PC Purchasing Decisions (Local/Parent)
6.	TOTPC	I	6	Total Installed Personal Computers
7.	PLANPC	I	6	Total Planned Personal Computers
8.	TOTDESK	I	6	Total Installed Desktop Personal Computers
9.	PLANDESK	I	6	Total Planned Desktop Personal Computers
10.	TOTPORT	I	6	Total Installed Portable Personal Computers
11.	PLANPORT	I	6	Total Planned Portable Personal Computers
12.	TOTAPPLE	I	6	Total Installed Apple Computers
13.	PLANAPPLE	I	6	Total Planned Apple Computers
14.	PCTINTELDESK	A	3	Percent Desktop PCs with Intel Chips
15.	PCTAMDDESK	A	3	Percent Desktop PCs with AMD Chips
16.	PCT3YRDESK	A	3	Percent Desktop PCs Over 3 Years Old
17.	PCTINTELPORT	A	3	Percent Portable PCs with Intel Chips
18.	PCTAMDPORT	A	3	Percent Portable PCs with AMD Chips
19.	PCT3YRPORT	A	3	Percent Portable PCs Over 3 Years Old
20.	PORT-PRES	A	3	Presence of Portable PCs
21.	DESKTOP-MANUF	A	11	Primary Desktop PC Manufacturer
22.	PORTABLE-MANUF	A	11	Primary Portable PC Manufacturer
23.	PREFERRED-DESKTOP	A	11	Preferred Desktop PC Manufacturer
24.	PREFERRED-PORTABLE	A	11	Preferred Portable PC Manufacturer
25.	TOTAL-PCs-IN-COUNTRY	I	6	Total PCs in Company in Country (E)
26.	TOTTHINCLIENTS	I	6	Total Installed Thin Clients (E)
27.	PLANTHINCLIENTS	I	6	Total Planned Thin Clients (E)
28.	TOTSERVER	I	6	Total Installed Servers
29.	PLANSERVER	I	6	Total Planned Servers

30.	TOTWKS	I	6	Total Installed High Performance Workstations
31.	PLANWKS	I	6	Total Planned High Performance Workstations
32.	TOTIBMPCM	I	6	Total Installed IBM/Plug-Compatible Mainframe Servers
33.	PLANIBMPCM	I	6	Total Planned IBM/Plug-Compatible Mainframe Servers
34.	TOTIBMMIDRANGE	I	6	Total Installed IBM Midrange Servers
35.	PLANIBMMIDRANGE	I	6	Total Planned IBM Midrange Servers
36.	TOTINTELAMDSVR	I	6	Total Installed Intel/AMD Servers
37.	PLANINTELAMDSVR	I	6	Total Planned Intel/AMD Servers
38.	TOTUNIXRISCSVR	I	6	Total Installed Unix/RISC Servers
39.	PLANUNIXRISCSVR	I	6	Total Planned Unix/RISC Servers
40.	TOTOTHPROPSVR	I	6	Total Installed Proprietary Servers (NEC)
41.	PLANOTHPROPSVR	I	6	Total Planned Proprietary Servers (NEC)
42.	PLATFORMCONFIG	A	6	Mixed vs. Single Operating System Platform
43.	PCTBLADE	A	8	Percent of Blade Servers (Range)
44.	PLANBLADE	A	3	Planned Blade Servers (Yes/No)
45.	PREFERRED-SERVER	A	11	Preferred Server Manufacturer
46.	CLUSTER	A	12	Cluster Adopted vs. Not Deployed
47.	TOTSTORAGE	A	16	Total Site Storage Capacity (Range)
48.	DAS-PRESENCE	A	3	Presence of Direct Attached Storage (DAS) (Yes/No)
49.	NAS-PRESENCE	A	3	Presence of Network Attached Storage (NAS) (Yes/No)
50.	SAN-PRESENCE	A	3	Presence of Storage Area Network (SAN) (Yes/No)
51.	TAPELIB-PRESENCE	A	3	Presence of Automated Tape Library (Yes/No)
52.	PCTDAS	A	3	Percent of Storage – DAS
53.	PCTNAS	A	3	Percent of Storage – NAS
54.	PCTSAN	A	3	Percent of Storage – SAN
55.	PLANDASCAPACITY	A	9	Planned Change in DAS Capacity
56.	PLANNASCAPACITY	A	9	Planned Change in NAS Capacity
57.	PLANSANCAPACITY	A	9	Planned Change in SAN Capacity
58.	PLANTAPELIBCAPACITY	A	9	Planned Change in Automated Tape Library Capacity
59.	DISASTER-RECOVERY	A	20	Disaster Recovery Strategy
60.	TOTPRT	I	6	Total Installed Printers
61.	PLANPRT	I	6	Total Planned Printers
62.	TOTPRODPRT	I	6	Total Installed Production Printers
63.	PLANPRODPRT	I	6	Total Planned Production Printers
64.	TOTCOLORPRT	I	6	Total Installed Color Printers
65.	PLANCOLORPRT	I	6	Total Planned Color Printers
66.	TOTLASERPRT	I	6	Total Installed Laser Printers
67.	PLANLASERPRT	I	6	Total Planned Laser Printers
68.	TOTINKJETPRT	I	6	Total Installed Inkjet Printers

69.	PLANINKJETPRT	I	6	Total Planned Inkjet Printers
70.	TOTDOTMATRIXPRT	I	6	Total Installed Dot Matrix Printers
71.	PLANDOTMATRIXPRT	I	6	Total Planned Dot Matrix Printers
72.	TOTWIDEFORMPRT	I	6	Total Installed Wide Format Printers
73.	PLANWIDEFORMPRT	I	6	Total Planned Wide Format Printers
74.	TOTMULTIPRT	I	6	Total Installed Multifunction Printers
75.	PLANMULTIPRT	I	6	Total Planned Multifunction Printers
76.	TOTCOPIER	I	6	Total Installed Network Copiers
77.	PLANCOPIER	I	6	Total Planned Network Copiers
78.	TOTUPS	I	6	Total Installed UPS (Uninterruptible Power Supply)
79.	PLANUPS	I	6	Total Planned UPS (Uninterruptible Power Supply)
80.	WIRELESS-LAN-STATUS A		20	Wireless LAN Status
81.	WIRELESS-USERS	I	6	Number of Wireless LAN Users
82.	PLANWIRELESS-USERS	I	6	Planned Number of Wireless LAN Users
83.	ACCESSPOINTS	I	6	Number of Wireless LAN Access Points
84.	INETUSER	A	16	Total Internet Users at Site (Employees)
85.	INETACCESS	A	16	Internet Access Type
86.	TOTNODES	I	6	Total LAN Nodes
87.	TOTLANSW	I	6	Total Installed LAN Switches
88.	PLANLANSW	I	6	Total Planned LAN Switches
89.	TOTROUTER	I	6	Total Installed LAN Routers
90.	PLANROUTER	I	6	Total Planned LAN Routers

(E): European Data Only

## Field Descriptions - Alphabetical Listing

### ACCESSPOINTS

Format: I6  
Description: Total installed Wireless LAN Access Points at site.

### CLUSTER

Format: A12  
Description: Status of Servers in Cluster Configuration at site.  
Value(s): ADOPTED Some Servers at Site in Cluster Configuration  
NOT DEPLOYED No Servers at Site in Cluster Configuration

### DAS-PRESENCE

Format: A3  
Description: Presence of Direct Attached Storage (DAS) devices at site.  
Value(s): NO  
YES

### DESKTOP-MANUF

Format: A11  
Description: Primary Desktop PC manufacturer at site – determined by quantity of installed Desktop PCs.

### DISASTER-RECOVERY

Format: A20  
Description: Disaster Recovery strategy at the site.  
Value(s): COMMERCIAL SERVICE Outsource to a Commercial Service Provider  
DO NOTHING No Disaster Recovery Strategy  
INTERNALLY Manage Disaster Recovery Strategy In-House  
RECIPROCAL AGREEMENT Agreement with another Site in the Geographic Area

### INETACCESS

Format: A16  
Description: Primary Internet access technology used at site.  
Value(s): DIAL-UP  
ISDN  
T1/T3  
CABLE  
XDSL  
WIRELESS  
NO ANSWER  
UNSPECIFIED

**INETUSER**

Format: A16  
 Description: Number of employee Internet users at site.  
 Value(s): 1-4  
               5-9  
               10-24  
               25-49  
               50-99  
               100-249  
               250-499  
               500-999  
               1000 or more

**ITUPDATE**

Format: A6  
 Description: Date site was last updated for core technology information (YYYYMM).

**NAS-PRESENCE**

Format: A3  
 Description: Presence of Network Attached Storage (NAS) devices at site.  
 Value(s): NO  
               YES

**PCPURCH**

Format: A6  
 Description: Location of PC Purchase Decision Maker(s).  
 Value(s): LOCAL               Decisions Made Locally  
               PARENT           Decisions Made at Parent Organization

**PCT3YRDESK**

Format: A3  
 Description: Percent of all Desktop PCs over 3 years old.

**PCT3YRPORT**

Format: A3  
 Description: Percent of all Portable PCs over 3 years old.

**PCTAMDDESK**

Format: A3  
 Description: Percent of all Desktop PCs with AMD chips.

**PCTAMDPORT**

Format: A3

Description: Percent of all Portable PCs with AMD chips.

**PCTBLADE**

Format: A8

Description: Percent of all Servers which are Blade form factor.

Value(s): 0

1 - 25

26 - 50

51- 75

76 - 100

**PCTDAS**

Format: A3

Description: Percent of total site storage that is Direct Attached Storage (DAS).

**PCTINTELDESK**

Format: A3

Description: Percent of all Desktop PCs with Intel chips.

**PCTINTELPRT**

Format: A3

Description: Percent of all Portable PCs with Intel chips.

**PCTNAS**

Format: A3

Description: Percent of total site storage that is Network Attached Storage (NAS).

**PCTSAN**

Format: A3

Description: Percent of total storage that is Storage Area Network (SAN).

**PLANAPPLE**

Format: I6

Description: Total planned Apple Computers.

**PLANBLADE**

Format: A3

Description: Blade Servers planned in the next 12 months.

Value(s): NO

YES

**PLANCOLORPRT**

Format: I6

Description: Total planned Color Printers at site.

**PLANCOPIER**

Format: I6

Description: Total planned Network Copiers at site.

**PLANDASCAPACITY**

Format: A9

Description: Planned change to Direct Attached Storage (DAS) capacity in the next 12 months.

Value(s): DECREASE  
INCREASE  
NO CHANGE

**PLANDESK**

Format: I6

Description: Total planned Desktop PCs at site.

**PLANDOTMATRIXPRT**

Format: I6

Description: Total planned Dot Matrix Printers at site.

**PLANIBMPCM**

Format: I6

Description: Total planned IBM/Plug-Compatible Mainframe Servers at site.

**PLANIBMMIDRANGE**

Format: I6

Description: Total planned IBM Midrange Servers at site – including IBM iSeries and AS/400.

**PLANINKJETPRT**

Format: I6

Description: Total planned Ink Jet Printers at site.

**PLANINTELAMDSVR**

Format: I6

Description: Total planned Intel or AMD-Based Servers at site.

**PLANLANSW**

Format: I6

Description: Total planned LAN Switches at site.

**PLANLASERPRT**

Format: I6

Description: Total planned Laser Printers at site.

**PLANMULTIPRT**

Format: I6

Description: Total planned Multifunction Printers at site.

**PLANNASCAPACITY**

Format: A9

Description: Planned change to Network Attached Storage (NAS) capacity in the next 12 months.

Value(s): DECREASE

INCREASE

NO CHANGE

**PLANOTHPROPSVR**

Format: I6

Description: Total planned Proprietary Servers at site. (Not Elsewhere Classified)

**PLANPC**

Format: I6

Description: Total planned PCs at site.

**PLANPORT**

Format: I6

Description: Total planned Portable PCs at site.

**PLANPRODPRT**

Format: I6

Description: Total planned High Volume Production Printers at site.

**PLANPRT**

Format: I6

Description: Total planned Printers at site.

**PLANROUTER**

Format: I6

Description: Total planned LAN Routers at site.

**PLANSANCAPACITY**

Format: A9

Description: Planned change to Storage Area Network (SAN) capacity in the next 12 months.

Value(s): DECREASE

INCREASE

NO CHANGE



**PLANSERVER**

Format: I6

Description: Total planned Servers at site.

**PLANTAPELIBCAPACITY**

Format: A9

Description: Planned change to Automated Tape Library capacity in the next 12 months.

Value(s): DECREASE

INCREASE

NO CHANGE

**PLANTHINCLIENTS**

Format: I6

Description: Total planned Thin Clients at site. (European Data Only)

**PLANUNIXRISCSVR**

Format: I6

Description: Total planned Unix or RISC-Based Servers at site.

**PLANUPS**

Format: I6

Description: Total planned Uninterruptible Power Supply (UPS) devices at site.

**PLANWIDEFORMPRT**

Format: I6

Description: Total planned Wide Format Printers at site.

**PLANWIRELESS-USERS**

Format: I6

Description: Planned number of Wireless LAN Users at site in the next 12 months.

**PLANWKS**

Format: I6

Description: Total planned High Performance Workstations at site.

**PLATFORMCONFIG**

Format: A6

Description: Presence of a single (Unix/Linux or Wintel) or mixed (Unix/Linux and Wintel) operating system environment.

Value(s): MIXED                      Mixed Operating System Platform

SINGLE                      Single Operating System Platform

**PORT-PRES**

Format: A3

Description: Presence of Portable PCs at the site.  
Value(s): NO  
YES

**PORTABLE-MANUF**

Format: A11  
Description: Primary Portable PC manufacturer at site – based on quantity of installed Portable PCs.

**PREFERRED-DESKTOP**

Format: A11  
Description: Preferred Desktop PC manufacturer at site.

**PREFERRED-PORTABLE**

Format: A11  
Description: Preferred Portable PC manufacturer at site.

**PREFERRED-SERVER**

Format: A11  
Description: Preferred Server manufacturer at site.

**RECID**

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

**SAN-PRESENCE**

Format: A3  
Description: Presence of Storage Area Network (SAN) at site.  
Value(s): NO  
YES

**SITEID**

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

**SVRPURCH**

Format: A6  
Description: Location of Server Purchase Decision Maker(s).  
Value(s): LOCAL Decisions Made Locally  
PARENT Decisions Made at Parent Organization

**TAPELIB-PRESENCE**

Format: A3  
Description: Presence of Automated Tape Library at site.  
Value(s): NO  
YES

**TOTAL-PCS-IN-COUNTRY**

Format: I6  
Description: Total installed PCs in company, in country. (European Data Only)

**TOTAPPLE**

Format: I6  
Description: Total installed Apple Computers.

**TOTCOLORPRT**

Format: I6  
Description: Total installed Color Printers at site.

**TOTCOPIER**

Format: I6  
Description: Total installed Network Copiers at site.

**TOTDESK**

Format: I6  
Description: Total installed Desktop PCs at site.

**TOTDOTMATRIXPRT**

Format: I6  
Description: Total installed Dot Matrix Printers at site.

**TOTBMPCM**

Format: I6  
Description: Total installed IBM/Plug-Compatible Mainframe Servers at site.

**TOTIBMIDRANGE**

Format: I6  
Description: Total installed IBM Midrange Servers at site – including IBM iSeries and AS/400.

**TOTINKJETPRT**

Format: I6  
Description: Total installed Ink Jet Printers at site.

**TOTINTELAMDSVR**

Format: I6

Description: Total installed Intel or AMD-Based Servers at site.

**TOTLANSW**

Format: I6

Description: Total installed LAN Switches at site.

**TOTLASERPRT**

Format: I6

Description: Total installed Laser Printers at site.

**TOTMULTIPRT**

Format: I6

Description: Total installed Multifunction Printers at site.

**TOTNODES**

Format: I6

Description: Total installed LAN Nodes at site – includes PCs, printers and workstations.

**TOTOTHPROPSVR**

Format: I6

Description: Total installed Proprietary Servers at site. (Not Elsewhere Classified)

**TOTPC**

Format: I6

Description: Total installed PCs at site.

**TOTPORT**

Format: I6

Description: Total installed Portable PCs at site.

**TOTPRODPRT**

Format: I6

Description: Total installed High Volume Production Printers 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.

**TOTSTORAGE**

Format: A16  
Description: Total storage capacity across all installed Servers at site.  
Value(s): LESS THAN 50 GB  
50 TO 249 GB  
250 TO 499 GB  
500 TO 999 GB  
1 TO 2 TB  
2 TO 3 TB  
OVER 3 TB

**TOTTHINCLIENTS**

Format: I6  
Description: Total installed Thin Clients at site. (European Data Only)

**TOTUNIXRISCSVR**

Format: I6  
Description: Total installed Unix or RISC-Based Servers at site.

**TOTUPS**

Format: I6  
Description: Total installed Uninterruptible Power Supply (UPS) devices at site.

**TOTWIDEFORMPRT**

Format: I6  
Description: Total installed Wide Format Printers at site.

**TOTWKS**

Format: I6  
Description: Total installed High Performance Workstations at site.

**WIRELESS-LAN-STATUS**

Format: A20  
Description: Presence of Wireless LAN at site.  
Value(s): INSTALLED  
PLANNED

**WIRELESS-USERS**

Format: I6

Description: Total number of Wireless LAN Users at site.



# Software and Services Summary Table

The Software and Services Summary Table supplies a summary of the various business activities, software and service related resources used at the site, including Unix / Linux status, ERP status, Hardware Services, Software Services and more.

## Layout for Table (Q) – 39 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OQ – Software and Services
2.	SITEID	I	9	Site-ID – Harte-Hanks Assigned
3.	SWUPDATE	A	6	Computer Software Update
4.	DEVELOPERS	A	16	Total Programmers and Web Developers
5.	UNIX-STATUS	A	20	Presence of UNIX at Site
6.	LINUX-STATUS	A	20	Presence of LINUX at Site
7.	DRECOVER-STATUS	A	20	Disaster Recovery
8.	LANSVCS-STATUS	A	20	LAN Services
9.	SWSVCS-STATUS	A	20	Software Services
10.	INETSVC-STATUS	A	20	Internet Services
11.	HWSVCS-STATUS	A	20	Hardware Services
12.	HWMNT-STATUS	A	20	Hardware Maintenance
13.	ITSOURCE	A	12	Source for Mgmt. of Computers & Systems
14.	OPENSOURCE	A	3	Installed Open Source Software
15.	PLANOPENSOURCE	A	3	Planned Open Source Software
16.	APP-DEV-SW-STATUS	A	20	Application Development Software Status
17.	DATA-MGMT-SW-STATUS	A	20	Database Management Software Status
18.	WORKFLOW-SW-STATUS	A	20	Workflow Software Status
19.	ENT-SYS-SW-STATUS	A	20	Enterprise & Systems Mgmt Software Status
20.	SECURITY-SW-STATUS	A	20	Security Management Software Status
21.	STORAGE-SW-STATUS	A	20	Storage Management Software Status
22.	ERP-SW-STATUS	A	20	ERP Software Status
23.	OFFICE-SW-STATUS	A	20	Office & Productivity Software Status
24.	HPW-SW-STATUS	A	20	High Performance Workstation Software Status
25.	IND-SPECIFIC-SW-STATUS	A	20	Industry Specific Software Status
26.	BPM-FRAMEWORK-STATUS	A	20	Business Process Management (BPM) Status
27.	ECOMMERCE-STATUS	A	20	e-Commerce Status
28.	WEBLOC	A	29	Location of Hosted e-Commerce Website

---

29.	TARGETAUDIENCE	A	15	Target Market for e-Commerce Offering
30.	EDI-DEVELOPMENT	A	16	EDI Development Platform
31.	BAACCT	A	3	Business Activity – Accounting
32.	BASALES	A	3	Business Activity – Sales
33.	BAMKTG	A	3	Business Activity – Marketing
34.	BAHR	A	3	Business Activity - Human Resources
35.	BACC	A	3	Business Activity - Call Center
36.	BACUST	A	3	Business Activity - Customer Service
37.	BAMANUF	A	3	Business Activity – Manufacturing
38.	BAENG	A	3	Business Activity – Engineering
39.	BAPURCH	A	3	Business Activity – Purchasing



## Field Descriptions - Alphabetical Listing

### APP-DEV-SW-STATUS

Format: A20  
Description: Status of Application Development Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

### BAACCT

Format: A3  
Description: Business Activity of Accounting.  
Value(s): NO  
YES

### BASALES

Format: A3  
Description: Business Activity of Sales.  
Value(s): NO  
YES

### BAMKTG

Format: A3  
Description: Business Activity of Marketing.  
Value(s): NO  
YES

### BAHR

Format: A3  
Description: Business Activity of Human Resources.  
Value(s): NO  
YES

### BACC

Format: A3  
Description: Business Activity - Call Center on site.  
Value(s): NO  
YES

### BACUST

Format: A3  
Description: Business Activity of Customer Service and Support.  
Value(s): NO  
YES

**BAMANUF**

Format: A3  
Description: Business Activity of Manufacturing.  
Value(s): NO  
YES

**BAENG**

Format: A3  
Description: Business Activity of Engineering.  
Value(s): NO  
YES

**BAPURCH**

Format: A3  
Description: Business Activity of Purchasing.  
Value(s): NO  
YES

**BPM-FRAMEWORK-STATUS**

Format: A20  
Description: Status of BPM (Business Process Management) Framework used at site.  
Value(s): INSTALLED  
PLANNED

**DATA-MGMT-SW-STATUS**

Format: A20  
Description: Status of Database Management (DBMS) & Reporting Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

**DEVELOPERS**

Format: A16  
Description: Number of Programmers and Web Developers at site.  
Value(s): 0  
1 – 4  
5 – 9  
10 – 24  
25 – 49  
50 – 99  
100 – 249  
250 – 499  
500 +

**DRECOVER-STATUS**

Format: A20  
Description: Status of Disaster Recovery Strategy at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

**ECOMMERCE-STATUS**

Format: A20  
Description: Status of E-Commerce used at site.  
Value(s): INSTALLED  
PLANNED

**EDI-DEVELOPMENT**

Format: A16  
Description: EDI Development Platform.  
Value(s): TRADITIONAL Traditional EDI  
WEB-BASED Web-Based EDI  
XML XML

**ENT-SYS-SW-STATUS**

Format: A20  
Description: Status of Enterprise & Systems Management Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

**ERP-SW-STATUS**

Format: A20  
Description: Status of ERP Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

**HPW-SW-STATUS**

Format: A20  
Description: Status of High Performance Workstation Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

**HWMNT-STATUS**

Format: A20  
Description: Status of Hardware Maintenance vendor utilized at site.

Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

### HWSVCS-STATUS

Format: A20  
Description: Status of Hardware Services vendor utilized at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

### IND-SPECIFIC-SW-STATUS

Format: A20  
Description: Status of Industry Specific Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

### INETSVCS-STATUS

Format: A20  
Description: Status of Internet Services vendor utilized at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

### ITSOURCE

Format: A12  
Description: Who manages the computers and systems at this site.  
Value(s): INTERNAL                      On-Ste Staff  
OUTSOURCED                      Outsourced to Third-Party Service Provider  
CORPORATE                      Managed Remotely by Corporate Site

### LANSVCS-STATUS

Format: A20  
Description: Status of LAN Services vendor utilized at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

### LINUX-STATUS

Format: A20  
Description: Status of Linux Operating System at site.  
Value(s): INSTALLED  
PLANNED

## INSTALLED &amp; PLANNED

**OFFICE-SW-STATUS**

Format: A20  
Description: Status of Office & Productivity Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

**OPENSOURCE**

Format: A3  
Description: Status of Open Source Software used at site.  
Value(s): NO  
YES

**PLANOPENSOURCE**

Format: A3  
Description: Status of Open Source Software planned at site.  
Value(s): NO  
YES

**RECID**

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

**SECURITY-SW-STATUS**

Format: A20  
Description: Status of Security Management Software used at site.  
Value(s): INSTALLED  
PLANNED  
INSTALLED & PLANNED

**SITEID**

Format: I9  
Description: 000000000 - Unique Nine-Digit Site ID Assigned by Harte-Hanks.  
Value(s): See Site Description Table, Section 1, page 1.10

**STORAGE-SW-STATUS**

Format: A20  
Description: Status of Storage Management Software used at site.  
Value(s): INSTALLED  
PLANNED

INSTALLED & PLANNED

## SWUPDATE

Format: A6

Description: Date site was last updated for enterprise software information (YYYYMM).

## SWSVCS-STATUS

Format: A20

Description: Status of Software Services vendor utilized at site.

Value(s): INSTALLED

PLANNED

INSTALLED & PLANNED

## TARGETAUDIENCE

Format: A15

Description: Target Market for e-Commerce

Value(s): B TO B

B TO C

B TO B & B TO C

## UNIX-STATUS

Format: A20

Description: Status of Unix Operating System (non-PC ) used at site.

Value(s): INSTALLED

PLANNED

INSTALLED & PLANNED

## 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

## WORKFLOW-SW-STATUS

Format: A20

Description: Status of Workflow Software used at site.

Value(s): INSTALLED

PLANNED

INSTALLED & 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) – 66 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OV –Communications Summary Record ID
2.	SITEID	I	9	Site-ID – Harte-Hanks 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.	LDTOTINTEXP	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
26.	TOTTRUNK	I	6	Total Installed Trunks
27.	TOTTDDD	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.	PKTSWCH-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)
64.	PHONE-SYS	A	11	Primary Phone System Manufacturer
65.	PHONE-SYS-PLAN	A	11	Planned Phone System Manufacturer
66.	TOLLFREE-PRES	A	3	Presence of a Toll Free Number

(E): European data only



## Field Descriptions - Alphabetical Listing

### ACD -STATUS

Format: A1  
Description: Status of ACD (Automated Call Distributor) utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

### ATM-STATUS

Format: A1  
Description: Status of ATM utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

### CALLCENTER

Format: A12  
Description: Status of Call Center at site.  
Value(s): INBOUND  
OUTBOUND  
INBND-OUTBND  
NO

### CENTREX-STATUS

Format: A1  
Description: Status of CENTREX system utilized 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: Status of CPE CO-Switch utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

**FDDI-WAN-STATUS**

Format: A1  
Description: Status of FDDI over the WAN utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

**FRAME-STATUS**

Format: A1  
Description: Status of Frame Relay utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

**KEY-STATUS**

Format: A1  
Description: Status of Key System utilized 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: Location of Long Distance Purchasing Decision Makers.  
Value(s): LOCAL               Decisions made locally  
            PARENT            Decisions made at parent organization

**MAXDATACOM**

Format: I9  
Description: Maximum data communications network line speed at the site.

**NETPURCH**

Format: A6  
Description: Location of Network Facilities Purchasing Decision Makers.  
Value(s): LOCAL               Decisions made locally  
            PARENT            Decisions made at parent

**PHONE-STATUS**

Format: A1  
Description: Status of Phone System utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P 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.)

**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): N No  
Y Yes

**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: Status of PBX System utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

**PRIVNET-STATUS**

Format: A1  
Description: Status of Private Networks utilized at site.  
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: Status of Single Line Phone System utilized 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: Status of SMDS (Switched Multimegabit Data Service) utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

### SONET -STATUS

Format: A1  
Description: Status of SONET utilized at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

### SW56 -STATUS

Format: A1  
Description: Status of Switched 56 Data Service utilized 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: Status of Call Center at site.  
Value(s): B Both Installed and Planned  
I Installed  
P Planned

### TELEMKTOUT

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

### TELESYSPURCH

Format: A6

Description: Location of Telecommunications Equipment Purchase Decision Makers.

Value(s): LOCAL                Decisions made locally  
              PARENT            Decisions made at parent organization

### **TOLLFREE-PRES**

Format: A3

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

Value(s): Yes

### **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: Status of Unspecified Phone System utilized at site.

Value(s):	B	Both Installed and Planned
	I	Installed
	P	Planned

**VIP -STATUS**

Format: A1

Description: Status of Voice Over IP utilized at site.

Value(s):	B	Both Installed and Planned
	I	Installed
	P	Planned

**VPN-STATUS**

Format: A1

Description: Status of Virtual Private Network utilized at site.

Value(s):	B	Both Installed and Planned
	I	Installed
	P	Planned

**WANSVCS-STATUS**

Format: A1

Description: Status of WAN Services utilized at site.

Value(s):	B	Both Installed and Planned
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I	Installed
P	Planned

**X25 -STATUS**

Format:	A1
Description:	Status of X.25 Network utilized 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 24 functional areas, including Senior Information Systems 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 Network/Security Managers.

### Layout for Table (C) – 24 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OC - Contact Record
2.	SITEID	I	9	Site-ID – Harte-Hanks Assigned
3.	CONID	A	6	Contact-ID – Harte-Hanks 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 (N/L)
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.	LANGUAGE-CODE	A	3	Language Spoken (E)
21.	STREET2	A	35	Street Address 2 (E/L)
22.	STREET3	A	35	Street Address 3 (E)
23.	COUNTY-PROVINCE	A	20	County / Province Name (E)
24.	EUROPE-SITEID	I	6	Alternate Harte-Hanks ID Number (E)

(E): European Data Only

(E/L): European and Latin American Data Only

(N/L): North American and Latin American 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
	CZ	Czech Republic
	DE	Germany
	DK	Denmark
	EC	Ecuador
	ES	Spain
	FI	Finland
	FR	France
	GB	United Kingdom (Great Britain)
	HU	Hungary
	IE	Ireland
	IT	Italy
	LU	Luxembourg
	MX	Mexico
	NL	Netherlands
	NO	Norway

PE	Peru
PL	Poland
PT	Portugal
SE	Sweden
SL	Slovakia
US	United States
VE	Venezuela

**COUNTY-PROVINCE**

Format: A20

Description: County / Province Name. (European Data Only)

**EUROPE-SITEID**

Format: I6

Description: Alternate Harte-Hanks 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
	FIN	Senior Financial Executive
	LAN	Network/Security Manager
	MID	Midrange Systems Manager (North America and Latin America 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 (North America and Latin America Only)
	SCS	Customer Service Manager (Europe Only)
	SFT	Software/Applications Manager
	SME	Senior Marketing Executive (Europe Only)
	SSE	Senior Sales Executive (Europe Only)
	STO	Storage Manager (North America Only)
	SYS	Non-PC Systems Manager (Europe Only)
	TEL	Telecommunications Manager
	WEB	Webmaster/Internet Applications Manager
	WKS	Workstations Systems Manager

**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.

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

## 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


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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 and Latin American 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. (North American and Latin American Data Only)

## **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 – Harte-Hanks 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.	CORPEMPLE	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
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.	CORPHPURL	A	35	URL Address of Enterprise Home Page
34.	CTOTBRANCH	I	6	Total N American CITDB Branch Sites for Enterprise
35.	CTOTDIVHQ	I	6	Total N American CITDB Divisional HQ Sites for Enterprise

(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: A12  
Description: Alternate CORPTYPE for Non-Fortune Corps. Corps that are on Both Fortune and Forbes Lists = 'Forbes 500'. All Others Have the Same Value as in "CORPTYPE."  
Value(s): CANADIAN  
UNIVERSITY  
FEDERAL GOVT  
NON RANKED  
FORBES 500  
EUROPEAN  
STATE GOVT  
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
CZ	Czech Republic
DE	Germany

DK	Denmark
EC	Ecuador
ES	Spain
FI	Finland
FR	France
GB	United Kingdom (Great Britain)
HU	Hungary
IE	Ireland
IT	Italy
LU	Luxembourg
MX	Mexico
NL	Netherlands
NO	Norway
PE	Peru
PL	Poland
PT	Portugal
SE	Sweden
SL	Slovakia
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). AKA Ticker Symbol.

**CORPID**

Format: A5  
Description: Harte-Hanks 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.

**CORPTYPE**

Format: A12  
Description: Enterprise Type.  
Value(s): CANADIAN  
UNIVERSITY  
FEDERAL GOVT  
NON RANKED

FORBES 500  
EUROPEAN  
STATE GOVT  
FORTUNE 1000  
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 and 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 in 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 in 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 this enterprise.

## Layout for Table (E) – 42 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OE – Enterprise Record
2.	CORPID	I	5	Enterprise Identifier – Harte-Hanks Assigned
3.	CTOTSTORAGE	A	16	Minimum Storage Capacity in Enterprise
4.	CTOTSERVER	I	6	Total Installed Servers in Enterprise
5.	CPLANSERVER	I	6	Total Planned Servers in Enterprise
6.	CTOTIBMPCM	I	6	Total Installed IBM/Plug-Compatible Mainframes in Enterprise
7.	CTOTIBMMIDRANGE	I	6	Total Installed IBM Midrange Servers in Enterprise
8.	CTOTINTELAMDSVR	I	6	Total Installed Intel/AMD-Based Servers in Enterprise
9.	CTOTUNIXRISCSVR	I	6	Total Installed Unix/RISC-Based Servers in Enterprise
10.	CTOTOTHPROPSVR	I	6	Total Installed Proprietary Servers in Enterprise
11.	CTOTWKS	I	6	Total Installed High Performance Workstations in Enterprise
12.	CTOTPC	I	6	Total Installed PCs in Enterprise
13.	CPLANPC	I	6	Total Planned PCs in Enterprise
14.	CTOTDESK	I	6	Total Installed Desktop PCs in Enterprise
15.	CTOTPORT	I	6	Total Installed Portable PCs in Enterprise
16.	CTOTAPPLE	I	6	Total Installed Apple Computers in Enterprise
17.	CTOTEXT	I	6	Total Installed Phone Extensions in Enterprise
18.	CTOTDDD	I	6	Total Installed Direct Dial Lines in Enterprise
19.	CTOTT1	I	6	Total Installed T1 Lines in Enterprise
20.	CTOTDATA	I	6	Total Installed Dina Lines in Enterprise
21.	CTOTTRUNK	I	6	Total Installed Trunk Lines in Enterprise

22.	CTOTLDEXP	I	12	Total Monthly LD Expense in Enterprise
23.	CPLANPHONE	I	6	Total Planned Phone Systems in Enterprise
24.	CTOTISDN	I	6	Total Installed ISDN Lines in Enterprise
25.	CTOT800	I	6	Total Installed 800/WATS Lines in Enterprise
26.	CDATGT56K	I	6	Total Installed DataComm Lines GT 56Kbps in Enterprise
27.	CTOTUPS	I	6	Total Installed UPS Systems in Enterprise
28.	CTOTPRT	I	6	Total Installed Printers in Enterprise
29.	CPLANPRT	I	6	Total Planned Printers in Enterprise
30.	CTOTPRODPRT	I	6	Total Installed Production Printers in Enterprise
31.	CTOTCOLORPRT	I	6	Total Installed Color Printers in Enterprise
32.	CTOTLASERPRT	I	6	Total Installed Laser Printers in Enterprise
33.	CTOTINKJETPRT	I	6	Total Installed Ink Jet Printers in Enterprise
34.	CTOTDOTMATRIXPRT	I	6	Total Installed Dot Matrix Printers in Enterprise
35.	CTOTWIDEFORMPRT	I	6	Total Installed Wide Format Printers in Enterprise
36.	CTOTMULTIPRT	I	6	Total Installed Multi-Function Printers in Enterprise
37.	CTOTCOPIER	I	6	Total Installed Network Copiers in Enterprise
38.	CTOTNODES	I	6	Total LAN Nodes in Enterprise
39.	CTOTWIRELESS-USERS	I	6	Total Current Wireless LAN Users in Enterprise
40.	CPLANWIRELESS-USERS	I	6	Total Planned Wireless LAN Users in Enterprise
41.	CTOTROUTER	I	6	Total Installed Routers in Enterprise
42.	CTOTLANSW	I	6	Total Installed LAN Switches in Enterprise



## Field Descriptions - Alphabetical Listing

### CDATGT56K

Format: I6

Description: Total installed DataComm Lines greater than 56Kbps (ISDN or above).

### CORPID

Format: I5

Description: Harte-Hanks assigned CORPID providing linkage to Enterprise.

### CPLANPC

Format: I6

Description: Total planned PCs in Enterprise.

### CPLANPHONE

Format: I6

Description: Total planned Phone Systems in Enterprise.

### CPLANPRT

Format: I6

Description: Total planned Printers in Enterprise.

### CPLANSERVER

Format: I6

Description: Total planned Servers in Enterprise.

### CPLANWIRELESS-USERS

Format: I6

Description: Total planned Wireless LAN Users in Enterprise.

### CTOT800

Format: I6

Description: Total installed 800/WATS Lines in Enterprise.

### CTOTAPPLE

Format: I6

Description: Total installed Apple Computers in Enterprise.

### CTOTCOLORPRT

Format: I6

Description: Total installed Color Printers in Enterprise.

**CTOTCOPIER**

Format: I6

Description: Total installed Network Copiers in Enterprise.

**CTOTDATA**

Format: I6

Description: Total installed Data Lines in Enterprise.

**CTOTDDD**

Format: I6

Description: Total installed Direct Dial Lines in Enterprise.

**CTOTDESK**

Format: I6

Description: Total installed Desktop PCs in Enterprise.

**CTOTDOTMATRIXPRT**

Format: I6

Description: Total installed Dot Matrix Printers in Enterprise.

**CTOTEXT**

Format: I6

Description: Total number of Phone Extensions in Enterprise.

**CTOTIBMMIDRANGE**

Format: I6

Description: Total installed IBM Midrange Servers in Enterprise.

**CTOTIBMPCM**

Format: I6

Description: Total installed IBM/Plug-Compatible Mainframe Servers in Enterprise.

**CTOTINKJETPRT**

Format: I6

Description: Total installed Ink Jet Printers in Enterprise.

**CTOTINTELAMDSVR**

Format: I6

Description: Total installed Intel or AMD-Based Servers in Enterprise.

**CTOTISDN**

Format: I6

Description: Total installed ISDN Lines in Enterprise.

**CTOTLANSW**

Format: I6  
Description: Total installed LAN Switches in Enterprise.

**CTOTLASERPRT**

Format: I6  
Description: Total installed Laser Printers in Enterprise.

**CTOTLDEXP**

Format: I6  
Description: Total Monthly Long Distance Expense in Enterprise.

**CTOTMULTIPRT**

Format: I6  
Description: Total installed Multi-Function Printers in Enterprise.

**CTOTNODES**

Format: I6  
Description: Total LAN nodes in Enterprise.

**CTOTOTHPROPSVR**

Format: I6  
Description: Total installed Proprietary Servers in Enterprise (Not Elsewhere Classified).

**CTOTPC**

Format: I6  
Description: Total installed PCs in Enterprise.

**CTOTPORT**

Format: I6  
Description: Total installed Portable PCs in Enterprise.

**CTOTPRODPRT**

Format: I6  
Description: Total installed High Volume Production Printers in Enterprise.

**CTOTPRT**

Format: I6  
Description: Total installed Printers in Enterprise.

**CTOTROUTER**

Format: I6  
Description: Total installed Routers in Enterprise.

**CTOTSERVER**

Format: I6

Description: Total installed Servers in Enterprise.

**CTOTSTORAGE**

Format: A16

Description: Minimum Storage Capacity in Enterprise.

**CTOTT1**

Format: I6

Description: Total installed T1 Lines in Enterprise.

**CTOTTRUNK**

Format: I6

Description: Total installed Trunk Lines in Enterprise.

**CTOTUNIXRISCSVR**

Format: I6

Description: Total installed Unix or RISC-Based Servers in Enterprise.

**CTOTUPS**

Format: I6

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

**CTOTWIDEFORMPRT**

Format: I6

Description: Total installed Wide Format Printers in Enterprise.

**CTOTWIRELESS-USERS**

Format: I6

Description: Total current Wireless LAN Users in Enterprise.

**CTOTWKS**

Format: I6

Description: Total installed High Performance Workstations in Enterprise.

**RECID**

Format: A2

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

Value(s): OE Enterprise Totals Record 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 – Harte-Hanks 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

**(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
	CZ	Czech Republic
	DE	Germany
	DK	Denmark
	EC	Ecuador
	ES	Spain
	FI	Finland
	FR	France
	GB	United Kingdom (Great Britain)
	HU	Hungary
	IE	Ireland
	IT	Italy
	LU	Luxembourg
	MX	Mexico
	NL	Netherlands
	NO	Norway
	PE	Peru
	PL	Poland
	PT	Portugal
	SE	Sweden
	SL	Slovakia
	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.

Value(s):	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 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) – 28 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OK - TechModel Record ID
2.	SITEID	I	9	Site-ID – Harte-Hanks Assigned
3.	ESTPC	I	8	Modeled Estimate of Total PCs
4.	ESTPORT	I	8	Modeled Estimate of Total Portable PCs
5.	ESTWKS	I	8	Modeled Estimate of Total High Performance Workstations
6.	ESTSERVER	I	8	Modeled Estimate of Total Servers
7.	ESTIBMPCM	I	8	Modeled Estimate of IBM/Plug-Compatible Mainframes
8.	ESTIBMMIDRANGE	I	8	Modeled Estimate of IBM Midrange Servers
9.	ESTINTELAMDSVR	I	8	Modeled Estimate of Intel/AMD-Based Servers
10.	ESTUNIXRISCSVR	I	8	Modeled Estimate of Unix/RISC-Based Servers
11.	ESTNODES	I	8	Modeled Estimate of Total LAN Nodes
12.	ESTROUTER	I	8	Modeled Estimate of Total Routers
13.	ESTPRINTER	I	8	Modeled Estimate of Total Printers
14.	ESTPRODPRT	I	8	Modeled Estimate of Total Production Printers
15.	ESTWIDEFORMPRT	I	8	Modeled Estimate of Total Wide Format Printers
16.	ESTTSTOR	I	8	Modeled Estimate of Total Storage Capacity at Site
17.	ESTEXT	I	8	Modeled Estimate of Total Phone Extensions
18.	ESTDDD	I	8	Modeled Estimate of Total Dial Lines
19.	ESTCALLERS	I	8	Modeled Estimate of Total Tele-Callers (Call Center)
20.	ESTISDN	I	8	Modeled Estimate of Total ISDN Lines
21.	ESTT1	I	8	Modeled Estimate of Total T1 Lines
22.	ESTT3	I	8	Modeled Estimate of Total T3 Lines

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23.	ESTLDEXP	I	8	Modeled Estimate of Monthly Long Distance Expense (\$)
24.	ESTCELL	I	8	Modeled Estimate of total Company Cell Phones
25.	ESTBROAD-PRESENCE	A	3	Modeled Presence of Broadband Connection
26.	ESTWAN-PRESENCE	A	3	Modeled Presence of a Wide Area Network
27.	ESTACCESSPOINTS	I	8	Modeled Estimate of Wireless LAN Access Points
28.	ESTWIRELESS-USERS	I	8	Modeled Estimate of Wireless LAN Users



## 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 or Top 2 Long Distance Carriers. Note that there may 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 – Harte-Hanks Assigned
3.	SQID	A	5	Summary Question ID
4.	SMANUF	A	11	Summary Manufacturer
5.	SMODEL	A	12	Summary Model
6.	SSTATUS	A	9	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.  
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).

### SSTATUS

Format: A9  
Description: Status of Product – Installed or Planned.  
Value(s): INSTALLED  
PLANNED

### SQID

Format: A5  
Description: The Summary Question Identifier for Summary Product Record.  
Value(s):  
SACCT Primary Accounting Software  
SCRM Primary CRM Software  
SDBMS Summary DBMS Products  
SDESK Primary Desktop Manufacturers  
SGRPW Primary Groupware Software  
SLDC Primary Long Distance Carrier  
SLIN Summary Line Carriers  
SLNG Summary Languages  
SOPR Summary Non-PC Operating Systems  
SPBX Primary Phone System Manufacturers  
SPORT Primary Portable PC Manufacturers  
SSTOR Primary Storage Manufacturers  
SSVR Summary Server Manufacturers

**SQID: SACCT - ACCOUNTING SOFTWARE PRODUCTS**

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

**SQID: SCRPM - CRM SOFTWARE PRODUCTS**

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

**SQID: SDBMS - DBMS SOFTWARE PRODUCTS**

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

**SQID: SDESK - DESKTOP MANUFACTURER**

SMANUF:       \*               Valid PC Manufacturer

**SQID: SGRPW - GROUPWARE SOFTWARE PRODUCTS**

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

**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: SOPR - OPERATING SYSTEMS**

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

**SQID: SPBX - PHONE SYSTEM MANUFACTURER**

SMANUF:       \*               Valid Phone System Manufacturer  
SSTATUS:       INSTALLED  
                  PLANNED

**SQID: SPORT - PORTABLE MANUFACTURER**

SMANUF:       \*               Valid PC Manufacturer

**SQID: SSTOR - STORAGE MANUFACTURER**

SMANUF:       \*               Valid Storage Manufacturer

**SQID: SSVR - SERVER MANUFACTURER**

SMANUF:       \*               Valid Server 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, 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 16). See Appendix A, "Product Table-Expected Values by QID" for more information.

### Layout for Table (M) – 16 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OM - Product record
2.	SITEID	I	9	Site-ID – Harte-Hanks 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	9	Status
10.	IDATE	A	6	Install Date (YYYYMM)
11.	CPU-PLATFORM	A	7	CPU Platform
12.	DBMS-PLATFORM	A	12	DBMS Platform for Enterprise Software
13.	OS-PLATFORM	A	7	OS Platform for Enterprise Software
14.	QTY	I	6	Quantity
15.	QTY2	I	6	Additional Quantity Field
16.	QID	A	5	Question ID

## Field Descriptions - Alphabetical Listing

### CLASS

Format: A3  
Description: Class of Product.  
Value(s): See Appendix B

### CPU-PLATFORM

Format: A7  
Description: Identifies the CPU Platform for selected Products.  
Value(s):  
IBM/PCM IBM/Plug-Compatible Mainframe  
IBM-MID IBM Midrange – including iSeries and AS/400  
INTEL Intel/AMD-Based Server  
RISC Unix/RISC-Based Server  
PROP Other Servers NEC  
WORK High Performance Workstation  
DESK Desktop PC  
PORT Portable PC

### DBMS-PLATFORM

Format: A12  
Description: Identifies the DBMS Platform on which Enterprise Software is deployed.  
Value(s):  
DB2 IBM DB2  
INFORMIX IBM Informix  
MSSQL Microsoft SQL  
MYSQL MySQL  
ORACLE Oracle  
POSTGRE-SQL PostgreSQL  
SYBASE Sybase  
OTHER Other DBMS  
UNSPECIFIED Unspecified DBMS

### 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.

**OS-PLATFORM**

Format: A7  
Description: Identifies the Operating System Platform on which Enterprise Software is deployed.  
Value(s):  
WINDOWS      Windows  
UNIX            Unix  
LINUX          Linux  
OTHER          Other Operating System

**QID**

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

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

**STATUS**

Format: A9  
Description: Status of Product.  
Value(s): INSTALLED

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) – 14 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.	DEVTYPE	A	7	Type
9.	CHIP	A	15	Processor Chip
10.	CHIPFAM	A	6	Family of Chip (Processor Family)
11.	DESCRIPTION	A	28	Description
12.	OS-SUPPORT	A	8	Supported Operating Systems (for CPU)
13.	CATEGORY	A	12	Server Category (High vs. Mid vs. Entry)
14.	PRINTER-COLOR	A	1	Printer Capability (Color vs. Mono)

## Field Descriptions - Alphabetical Listing

### CATEGORY

Format: A12  
Description: Server Category.  
Value(s): HIGH-END  
MIDRANGE  
ENTRY-LEVEL

### CHIP

Format: A15  
Description: Design Basis (used for Processor Type for CPUs).

### CHIPFAM

Format: A6  
Description: Family of Chips (used for Processor Family for CPUs).

### CLASS

Format: A3  
Description: Class of Product in Product Specification Table (see Appendix B).  
Value(s): See Appendix B

### DESCRIPTION

Format: A28  
Description: Description of Product.

### DEVTYPE

Format: A7  
Description: Type of Product.

### 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.

**PRINTER-COLOR**

Format: A1  
Description: Color vs. Black & White Printing Capability of Printer.  
Value(s): C Color  
M Mono

**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.



## 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 – Harte-Hanks 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.	WHITCWORKER	I	6	Number of White Collar Workers
13.	DESKWORKER	I	6	Number of Desk Workers

## 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  
XXXX00000 Five Digit Fraction of Degree Latitude  
– South  
X00XXXXX Two Digit Degrees Latitude  
XXXX00000 Five Digit Fraction of Degree Latitude  
Blank North  
X00XXXXX Two Digit Degrees Latitude  
XXXX00000 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



	-	West	XXXXX00000	Five Digit Fraction of Degree Longitude
		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
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**SITEID**

Format: I9

Description: 000000000 - Unique Nine-Digit Site ID Assigned by Harte-Hanks.

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 creates client-specific sales and marketing territory databases. Fields 9 through 17 can be customized to display other values of interest to a specific client that are not available as CI Technology Database™ standard fields, such as the total number of laser printers at the site. Contact your Harte-Hanks Client Application Specialist or Account Executive for more information on client-defined data.

### Layout for Table (U) – 17 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OU - Client-Defined Data Record
2.	SITEID	I	9	Site-ID – Harte-Hanks 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
12.	USER-FIELD-4	I	9	User Defined Field - 4
13.	USER-FIELD-5	I	9	User Defined Field - 5
14.	USER-FIELD-6	I	9	User Defined Field - 6
15.	USER-FIELD-7	I	9	User Defined Field - 7
16.	USER-FIELD-8	I	9	User Defined Field - 8
17.	USER-FIELD-9	I	9	User Defined Field - 9

## 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-FIELD-4

Format: I9  
Description: User-Defined Values - Field 4

**USER-FIELD-5**

Format: I9

Description: User-Defined Values – Field 5

**USER-FIELD-6**

Format: I9

Description: User-Defined Values - Field 6

**USER-FIELD-7**

Format: I9

Description: User-Defined Values - Field 7

**USER-FIELD-8**

Format: I9

Description: User-Defined Values - Field 8

**USER-FIELD-9**

Format: I9

Description: User-Defined Values - Field 9

**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 – Harte-Hanks 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.

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.



## 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) – 19 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 – Harte-Hanks 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

## 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
	CZ	Czech Republic
	DE	Germany
	DK	Denmark
	EC	Ecuador
	ES	Spain
	FI	Finland
	FR	France
	GB	United Kingdom (Great Britain)
	HU	Hungary
	IE	Ireland
	IT	Italy
	LU	Luxembourg
	MX	Mexico
	NL	Netherlands
	NO	Norway



PE	Peru
PL	Poland
PT	Portugal
SE	Sweden
SL	Slovakia
US	United States
VE	Venezuela

**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
	FIN	Senior Financial Executive
	ITC	IT Consultant
	LAN	Network/Security Manager
	MID	Midrange Systems Manager
	OTS	Operations/Technical Support Manager
	PC	Personal Computers Manager
	PER	Human Resources Manager
	PRO	Programmer
	PUR	Purchasing Manager
	SAL	Senior Sales/Marketing Manager
	SFT	Software/Applications Manager
	STO	Storage Manager
	SYA	Systems Analyst
	TEL	Telecommunications Manager
	TSP	Technical Support Staff
	WEB	Webmaster/Internet Applications Manager
	WKS	Workstations Systems Manager

**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): 01 Detail Additional Contact Record ID

**SITEID**

Format: I9

Description: 000000000 - Unique Nine-Digit Site Id Assigned By Harte-Hanks.

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

**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.

**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 32 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) – 57 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 – Harte-Hanks Assigned
3.	TIMETOTPRPT	I	4	Time Trend-Total Printers (%)
4.	TIMETOTPRODPRT	I	4	Time Trend-Total Production Printers (%)
5.	TIMETOTLASERPRT	I	4	Time Trend-Total Laser Printers (%)
6.	TIMETOTMULTIPRT	I	4	Time Trend-Total Multi-Function Printers (%)
7.	TIMETOTWIDEFORMPRT	I	4	Time Trend-Wide Format Printers (%)
8.	TIMETOTCOPIER	I	4	Time Trend-Total Network Copiers (%)
9.	TIMETOTCOLORPRT	I	4	Time Trend-Total Color Printers (%)
10.	TIMETOTPC	I	4	Time Trend-Total Personal Computers (%)
11.	TIMETOTDESK	I	4	Time Trend-Total Desktop Personal Computers (%)
12.	TIMETOTPORT	I	4	Time Trend-Total Portable Personal Computers (%)
13.	TIMETOTWKS	I	4	Time Trend-Total High Performance Workstations (%)
14.	TIMETOTSERVER	I	4	Time Trend-Total Servers (%)
15.	TIMETOTIBMPCM	I	4	Time Trend-Total IBM/Plug Compatible Mainframes (%)
16.	TIMETOTIBMMIDRANGE	I	4	Time Trend-Total IBM Midrange Servers (%)
17.	TIMETOTINTELAMDSVR	I	4	Time Trend-Total Intel/AMD Servers (%)
18.	TIMETOTUNIXRISCSVR	I	4	Time Trend-Total Unix/RISC Servers (%)
19.	TIMETOTNODES	I	4	Time Trend-Total LAN Nodes (%)
20.	TIMEACCESSPOINTS	I	4	Time Trend-Number of Wireless LAN Access Points (%)
21.	TIMEWIRELESS-USERS	I	4	Time Trend-Number of Wireless LAN Users (%)

22.	TIMETOTEXT	I	4	Time Trend-Total Phone Extensions (%)
23.	TIMELDEXP	I	4	Time Trend-Monthly Long Distance Expenditures (%)
24.	TIMETOTTRUNK	I	4	Time Trend-Total Installed Trunks (%)
25.	TIMETOTTDDD	I	4	Time Trend-Total Direct Dial Lines (%)
26.	TIMETOT800	I	4	Time Trend-Total Installed 800/WATS Lines (%)
27.	TIMETOTTIE	I	4	Time Trend-Total Installed Tie/Leased Lines (%)
28.	TIMETOTTIEPRIV	I	4	Time Trend-Total Installed Tie/Leased Private NW Lines (%)
29.	TIMETOTTIEDED	I	4	Time Trend-Total Installed Tie/Leased Dedicated Lines (%)
30.	TIMETOTISDN	I	4	Time Trend-Total Installed ISDN Lines (%)
31.	TIMETOTT1	I	4	Time Trend-Total Installed T1 Lines (%)
32.	TIMETOTT3	I	4	Time Trend-Total Installed T3 Lines (%)
33.	TIMETOTXDSL	I	4	Time Trend-Total XDSL Lines (%)
34.	TIMETOTDATA	I	4	Time Trend-Total Data Lines (%)
35.	TIMETOTEMPLE	I	4	Time Trend-Total Employees (%)
36.	INDTOTPRT	I	4	Industry Comparison -Total Printers (%)
37.	INDTOTPRODPRT	I	4	Industry Comparison -Total Production Printers (%)
38.	INDTOTWIDEFORMPRT	I	4	Industry Comparison -Total Wide Format Printers (%)
39.	INDTOTPC	I	4	Industry Comparison -Total Personal Computers (%)
40.	INDTOTWKS	I	4	Industry Comparison -Total High Performance Workstations (%)
41.	INDTOTSERVER	I	4	Industry Comparison -Total Servers (%)
42.	INDTOTIBMPCM	I	4	Industry Comparison -Total IBM/Plug-Compatible Mainframes (%)
43.	INDTOTIBMMIDRANGE	I	4	Industry Comparison -Total IBM Midrange Servers (%)
44.	INDTOTINTELAMDSVR	I	4	Industry Comparison -Total Intel/AMD Servers (%)
45.	INDTOTUNIXRISCSVR	I	4	Industry Comparison -Total Unix/RISC Servers (%)
46.	INDTOTSTORAGE	I	4	Industry Comparison -Total Storage (%)
47.	INDTOTNODES	I	4	Industry Comparison -Total LAN Nodes (%)
48.	INDACCESSPOINTS	I	4	Industry Comparison -Total Number Wireless LAN Access Points (%)
49.	INDWIRELESS-USERS	I	4	Industry Comparison -Total Number Wireless LAN Users (%)
50.	INDTOTEXT	I	4	Industry Comparison -Total Phone Extensions (%)
51.	INDLDEXP	I	4	Industry Comparison -Total Monthly Long Distance Exp (%)
52.	INDTOTTTDDD	I	4	Industry Comparison -Total Direct Dial Lines (%)

53.	INDTOTISDN	I	4	Industry Comparison -Total Installed ISDN Lines (%)
54.	INDTOT1	I	4	Industry Comparison -Total Installed T1 Lines (%)
55.	INDTOT3	I	4	Industry Comparison -Total Installed T3 Lines (%)
56.	INDTOTROUTER	I	4	Industry Comparison -Total LAN Routers (%)
57.	PLAN50000	A	1	Total Planned Purchases Greater than \$50,000

## Field Descriptions - Alphabetical Listing

### INDACCESSPOINTS

Format: I4  
Description: Industry Comparison -Total Number of Wireless LAN Access Points (%)  
Value(s): +/- 0-100 (+/-101 indicates that percentage difference is greater/less than 100%)

### INDLDEXP

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

### INDTOTEXT

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

### INDTOTIBMMIDRANGE

Format: I4  
Description: Industry Comparison -Total IBM Midrange Servers – including IBM iSeries and AS/400 (%)  
Value(s): +/- 0-100 (+/-101 indicates that percentage difference is greater/less than 100%)

### INDTOTIBMPCM

Format: I4  
Description: Industry Comparison -Total IBM/Plug-Compatible Mainframe Servers (%)  
Value(s): +/- 0-100 (+/-101 indicates that percentage difference is greater/less than 100%)

### INDTOTINTELAMDSVR

Format: I4  
Description: Industry Comparison -Total Intel or AMD-Based Servers (%)  
Value(s): +/- 0-100 (+/-101 indicates that percentage difference is greater/less than 100%)

### INDTOTISDN

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

### INDTOTNODES

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



**INDTOTPC**

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

**INDTOTPRODPRT**

Format: I4  
Description: Industry Comparison -Total High Volume Production Printers (%)  
Value(s): +/- 0-100 (+/-101 indicates that percentage difference is greater/less than 100%)

**INDTOTPRT**

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

**INDTOTROUTER**

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

**INDTOTSERVER**

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

**INDTOTSTORAGE**

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

**INDTOT1**

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

**INDTOT3**

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

**INDTOTDDD**

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

**INDTOTUNIXRISCSVR**

Format: I4  
Description: Industry Comparison -Total Unix or RISC-Based Servers (%)  
Value(s): +/- 0-100 (+/-101 indicates that percentage difference is greater/less than 100%)

**INDTOTWIDEFORMPRT**

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

**INDTOTWKS**

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

**INDWIRELESS-USERS**

Format: I4  
Description: Industry Comparison -Total Number Wireless LAN Users (%)  
Value(s): +/- 0-100 (+/-101 indicates that percentage difference 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.  
Value(s): See Site Description Table, Section 1, page 1.10

**TIMEACCESSPOINTS**

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

**TIMELDEXP**

Format: I4  
Description: Time Trend-Monthly 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%)

**TIMETOTCOLORPRT**

Format: I4

Description: Time Trend-Total Color Printers (%)

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

**TIMETOTCOPIER**

Format: I4

Description: Time Trend-Total Network Copiers (%)

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%)

**TIMETOTIBMMIDRANGE**

Format: I4

Description: Time Trend-Total IBM Midrange Servers – including IBM iSeries and AS/400 (%)

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

**TIMETOTIBMPM**

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

**TIMETOTINTELAMDSVR**

Format: I4  
Description: Time Trend-Total Intel or AMD-Based 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%)

**TIMETOTLASERPRT**

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

**TIMETOTMULTIPRT**

Format: I4  
Description: Time Trend-Total Multi-Function Printers (%)  
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%)

**TIMETOTPC**

Format: I4  
Description: Time Trend-Total Personal Computers (%)  
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%)

**TIMETOTPRODPRT**

Format: I4  
Description: Time Trend-Total High Volume Production Printers (%)

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%)

**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%)

**TIMETOTTIE**

Format: I4

Description: Time Trend-Total Installed Tie/Leased Lines (%)

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

**TIMETOTUNIXRISCSVR**

Format: I4

Description: Time Trend-Total Unix or RISC-Based Servers (%)

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

**TIMETOTWIDEFORMPRT**

Format: I4

Description: Time Trend-Total Wide Format Printers (%)

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

**TIMETOTWKS**

Format: I4

Description: Time Trend-Total High Performance Workstations (%)

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%)

**TIMEWIRELESS-USERS**

Format: I4

Description: Time Trend-Total Number Wireless LAN Users (%)

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
MANUF:	*	Valid Manufacturer
MODEL:	ACD	ACD
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY2:	*	Number of ACD Agents Supported

#### QID: ATM - ATM SERVICE

CLASS:	NET	Network Services
MANUF:	*	Valid Manufacturer
MODEL:	ATM-SERV	ATM Service
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

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

CLASS:	AUX	Auxiliary Storage (Disk, Tape Libraries, NAS, SAN)
MANUF:	*	Valid Manufacturer
DESC:	PRIMARY	SAN for Mission Critical Data
	SECONDARY	SAN for General File & Document Storage
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of Storage Devices

**QID: CELL - CELLULAR PHONE NUMBERS**

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

**QID: CPS - PROGRAMMING OUTSIDE PROFESSIONAL SERVICES**

CLASS:	SRV	Services Providers
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
DESC:	APPLICATION SUPPORT	Application Support
	DOCUMENT MANAGEMENT	Document Management
	E-BUSINESS PLATFORM	E-Business Platform
	PROGRAMMING SERVICES	Programming Services
	SOFTWARE INTEGRATION	Software Integration / Packaged Software Implementation
DESC-2:	PROGRAM	Programming
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: CPSDP - OUTSIDE PROFESSIONAL SERVICES - INFORMATION TECHNOLOGY**

CLASS:	SRV	Services Providers
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
DESC:	HELP DESK	Help Desk
	CAPACITY PLANNING	Capacity Planning
	DATACENTER MGMT	Infrastructure/Datacenter Management
	SYSTEMS INTEGRATION	Systems Integration
DESC-2:	IT	Information Technology
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: CPSIN - INTERNET/WEB OUTSIDE PROFESSIONAL SERVICES**

CLASS:	SRV	Services Providers
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	
DESC:	HOSTING	Hosting Internet/Web Servers
	ROUTERS	Providing Routers
	WEB SITE MGMT	Web Site Management
	FIREWALLS	Providing Firewalls
DESC-2:	INTERNET	Internet/Web Services
STATUS:	INSTALLED	Installed
	PLANNED	Planned



IDATE: YYYYMM Date Planned (Only for Plans)

### QID: CPSLN - OUTSIDE PROFESSIONAL SERVICES - LANS

CLASS:	SRV	Services Providers
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
DESC:	DESIGN & INTEGRATION	LAN Design & Implementation
	NETWORK MGMT SUPPORT	LAN Network Management and Support
DESC-2:	LAN	Communications Services (LAN, WAN, etc.)
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

### QID: CPSSM - STORAGE MANAGEMENT PROFESSIONAL SERVICES

CLASS:	SRV	Services Providers
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
DESC:	STORAGE MANAGEMENT	Storage Management
DESC-2:	STORAGE	Storage Services
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

### QID: CPSWN - OUTSIDE PROFESSIONAL SERVICES - WAN

CLASS:	SRV	Services Providers
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
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:	WAN	Communications Services (LAN, WAN, etc.)
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

### QID: DRC - DISASTER RECOVERY VENDOR

CLASS:	SRV	Service Providers
MANUF:	*	Valid Manufacturer
MODEL:	SERVICES	Services
DESC:	BACKUP	Backup
	COMMERCIAL SERVICE	Commercial Service
	CONSULTATION	Consultation
STATUS:	INSTALLED	Installed

	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: EAPRG - ENTERPRISE APPLICATION SOFTWARE**

CLASS:	PRG	Software
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
DESC:	ON SITE	Software Location is On Site
	OFF SITE	Software Location is Off Site
	ON SITE/OFF SITE	Software Location is Both On and Off Site
	UNSPECIFIED	Software Location is Not Specified
DESC-2:	YES	Web-Enabled
	NO	Not Web-Enabled
	UNSPEC	Not Specified if Web-Enabled
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
CPU-PLATFORM:	NON-PC	System (Non-PC)
DBMS-PLATFORM:		Database Platform on which Software is Deployed
	DB2	IBM DB2
	INFORMIX	IBM Informix
	MSSQL	Microsoft SQL
	MYSQL	MySQL
	ORACLE	Oracle
	POSTGRE-SQL	PostgreSQL
	SYBASE	Sybase
	OTHER	Other DBMS
	UNSPECIFIED	Unspecified DBMS
OS-PLATFORM:		Operating System Platform on which Software is Deployed
	WINDOWS	Windows
	UNIX	Unix
	LINUX	Linux
	OTHER	Other Operating System
QTY2:	*	# of Users of Software at Site

**QID: FDDI - FDDI SERVICE**

CLASS:	NET	Network Services
MANUF:	*	Valid Manufacturer
MODEL:	FDDI-SERV	FDDI-Service
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: FRAME - FRAME RELAY SERVICE**

CLASS:	NET	Network Services
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MANUF:	*	Valid Manufacturer
MODEL:	FRAME-RELAY	Frame-Relay
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: INETP - INTERNET ACCESS PROVIDER**

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

**QID: ISDN - INTEGRATED SERVICES DIGITAL NETWORK LINES**

CLASS:	TRK	Trunk Lines
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
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of ISDN Lines

**QID: LAN - TECHNOLOGY**

CLASS:	LAN	LAN Technology
MODEL:	WIRELESS-LAN	Wireless-LAN
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY1:	*	Number of Wireless LAN Users
QTY2:	*	Number of Wireless LAN Access Points

**QID: LANRT - ROUTER**

CLASS:	RTR	Routers
MANUF:	*	Valid Manufacturer
MODEL:	ROUTER	Valid Model
QTY:	*	Number of Routers
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: LANSW - LAN SWITCHING**

CLASS:	LSW	LAN Switching
MANUF:	*	Valid Manufacturer
MODEL:	SWITCH	
QTY:	*	Number of LAN Switches
STATUS:	INSTALLED	Installed

	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: MAIN - MAINTENANCE**

CLASS:	MNT	Maintenance
MANUF:	*	Valid Manufacturer
MODEL:	MAINT	Maintenance
DESC:	MAINFRAME	IBM/Plug-Compatible Mainframe
	SERVER	Server
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: OPR - OPERATING SYSTEM (NON-PC)**

CLASS:	OPR	Operating System (Non-PC)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
CPU-PLATFORM:	RISC	Unix/RISC System
	INTEL	Intel/AMD System
	PROP	Midrange System
	IBM-MID	IBM Midrange System
	IBM/PCM	IBM/Plug-Compatible Mainframe System
	WORK	High Performance Workstation
	UNSPEC	Unspecified
	PC	Personal Computer

**QID: PACK - PACKET SWITCHING SERVICE**

CLASS:	NET	Network Services
MANUF:	*	Valid Manufacturer
MODEL:	PACKET-NET	Packet-Net
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: PBX - PHONE SYSTEM**

CLASS:	PBX	Phone System
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
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of Phone Systems
QTY2:	*	Number of Extensions

**QID: PBX80 – 800/WATS LINES**

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

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

CLASS:	TRK	Trunk Lines
MANUF:	*	Valid Manufacturer
MODEL:	DIAL	Dial
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of Direct Dial Trunk Lines

**QID: PBXEX - PLANNED PHONE SYSTEM EXTENSIONS**

CLASS:	EXT	Planned PBX Extensions
MANUF:	*	Manufacturer of PBX
MODEL:	PBX-EXT	PBX-Ext
STATUS:	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of Planned Extensions

**QID: PBXLD - LONG DISTANCE CARRIERS**

CLASS:	LDC	Long Distance Carriers
MANUF:	*	Valid Manufacturer
MODEL:	LONG-DIST	Long-Distance
QTY:	*	Percent Long Distance by Vendor
QTY2:	*	Long Distance Dollars for this Vendor (Calculated)
STATUS:	INSTALLED	Installed

**QID: PBXMT - PBX MAINTENANCE**

CLASS:	MNT	Maintenance
MANUF:	*	Valid Manufacturer
MODEL:	MAINT	Maintenance
DESC-2:	YYYY	Contract End Date
	UNSPECIFIED	Unspecified Contract End Date
	NO CONTRACT	No Contract

STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: PBXTL - TIE LINES**

CLASS:	TRK	Trunk Lines
MANUF:	*	Valid Manufacturer
MODEL:	TIE-LINE-DED	Tie/Leased Lines – Dedicated
	TIE-LINE-PRV	Tie/Leased Lines – Private Network
	TIE-LINE	Tie/Leased Lines
STATUS:	INSTALLED	Installed
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of Tie/Leased Lines

**QID: PBXVM - VOICE MAIL SYSTEM**

CLASS:	XVM	Voice Mail Systems
MANUF:	*	Valid Manufacturer
MODEL:	VOICE-MAIL	Voice-Mail
DESC:	ON PREMISE	Local-On Premise System
	NETWORK	Network System
	UNSPECIFIED	Unspecified
	SVC BUREAU	Service Bureau
STATUS:	INSTALLED	Installed

**QID: PC - PERSONAL COMPUTERS**

CLASS:	CPC	Personal Computers
MANUF:	*	Valid Manufacturer
MODEL:	DESKTOP	Desktop
	PORTABLE	Portable
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of Local PCs

**QID: PCOP - PC OPERATING SYSTEMS**

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

**QID: PCPRG - PC SOFTWARE**

CLASS:	PRG	Software
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	INSTALLED	Installed

CPU-PLATFORM: PC PC Platform

**QID: PRG - SOFTWARE**

CLASS: PRG Software  
 MANUF: \* Valid Manufacturer  
 MODEL: \* Valid Model  
 STATUS: INSTALLED Installed  
 CPU-PLATFORM: NON-PC System (Non-PC)

**QID: PRT - PRINTERS**

CLASS: PRT Printers  
 MANUF: \* Valid Manufacturer  
 MODEL: \* Valid Model (for Production Printers Only)  
 STATUS: INSTALLED Installed  
 PLANNED Planned  
 IDATE: YYYYMM Date Planned (Only for Plans)  
 QTY: \* Number of Printers

**QID: RENO – PLANNED MOVE OR RENOVATION**

CLASS: REN Planned Move or Renovation  
 DESC: PLANNEDMOVE Planned Move/Renovation of Multiple Departments  
 STATUS: PLANNED Planned  
 IDATE: YYYYMM Date Planned (Only for Plans)

**QID: SANFC - FIBER CHANNEL SWITCH**

CLASS: FCS SAN Fiber Channel Switching  
 MANUF: \* Valid Manufacturer  
 MODEL: FIBER-SWITCH Fiber Switch  
 STATUS: INSTALLED Installed

**QID: SMDS - SMDS SERVICE**

CLASS: NET Network Services  
 MANUF: \* Valid Manufacturer  
 MODEL: SMDS-SERV SMDS Service  
 STATUS: INSTALLED Installed  
 PLANNED Planned  
 IDATE: YYYYMM Date Planned (Only for Plans)

**QID: SONET - SONET SERVICE**

CLASS: NET Network Services  
 MANUF: \* Valid Manufacturer  
 MODEL: SONET-SERV SONET Service  
 STATUS: INSTALLED Installed  
 PLANNED Planned  
 IDATE: YYYYMM Date Planned (Only for Plans)

**QID: SVPRG - NETWORK RESOURCE MANAGEMENT SOFTWARE**

CLASS:	PRG	Software
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	NON-PC	System (Non-PC)
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: SVR - CPU SERVER (NON-PC)**

CLASS:	CPU	
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
CPU-PLATFORM:	IBM/PCM	IBM/Plug-Compatible Mainframe
	IBM-MID	IBM Midrange
	INTEL	Intel or AMD Server
	RISC	Unix/RISC Server
	PROP	Proprietary Server (Not Elsewhere Classified)
QTY:	*	Number of Systems

**QID: SW56 - SWITCHED-56 Kbps SERVICE**

CLASS:	NET	Network Services
MANUF:	*	Valid Manufacturer
MODEL:	SWITCHED-56	Switched-56
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: T1 - T1 LINES**

CLASS:	LNT	Land-Based Network Technology Lines
MANUF:	*	Valid Manufacturer
MODEL:	T1	T1 Lines
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of T1 Lines

**QID: T3 – T3 LINES**

CLASS:	LNT	Land-Based Network Technology Lines
MANUF:	*	Valid Manufacturer
MODEL:	T3	T3 Lines
STATUS:	INSTALLED	Installed



	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of T3 Lines

**QID: THIN – THIN CLIENTS (Europe Only)**

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

**QID: UPS - UNINTERRUPTIBLE POWER SUPPLY**

CLASS:	UPS	Uninterruptible Power Supply
MANUF:	*	Valid Manufacturer
MODEL:	UPS	Uninterruptible Power System
	UPS-3PHASE	3-Phase Uninterruptible Power System
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of UPS Devices

**QID: VIP – VOICE OVER IP SERVICE**

CLASS:	VIP	Voice Over Internet Protocol
MANUF:	*	Valid Manufacturer
MODEL:	VOICEOVERIP	Voice Over Internet Protocol
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: VPN - VIRTUAL PRIVATE NETWORKS**

CLASS:	VPN	Virtual Private Networks
MANUF:	*	Valid Manufacturer
MODEL:	VPN	Virtual Private Networks
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: WANLL - LEASED LINE WAN SERVICE (Europe Only)**

CLASS:	NET	Network Services
MANUF:	*	Valid Manufacturer
MODEL:	LEASED-LINE	Leased Line
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)

**QID: WOPR - HIGH PERFORMANCE WORKSTATION OPERATING SYSTEMS**

CLASS:	OPR	Operating System (non-PC)
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
CPU-PLATFORM:	WORK	Workstation Platform
STATUS:	INSTALLED	Installed

**QID: WPRG - HIGH PERFORMANCE WORKSTATION SOFTWARE**

CLASS:	PRG	Software
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	INSTALLED	Installed
CPU-PLATFORM:	WORK	Workstation Platform

**QID: WRK - HIGH PERFORMANCE WORKSTATION (NON-PC)**

CLASS:	CPW	
MANUF:	*	Valid Manufacturer
MODEL:	*	Valid Model
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
CPU-PLATFORM:	WORK	Workstation Platform
QTY:	*	Number of Systems

**QID:XDSL - XDSL LINES**

CLASS:	LNT	LNT
MANUF:	*	Valid Manufacturer
MODEL:	XDSL	XDSL Lines
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)
QTY:	*	Number of Lines

**QID: X25 - X.25 SERVICE**

CLASS:	NET	Network Services
MANUF:	*	Valid Manufacturer
MODEL:	X25-SERV	X.25-Service
STATUS:	INSTALLED	Installed
	PLANNED	Planned
IDATE:	YYYYMM	Date Planned (Only for Plans)



## 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.

### Expected Values by CLASS - Alphabetical Order

#### CLASS: ACD - AUTOMATIC CALL DISTRIBUTORS

Manuf:	*	Valid Manufacturer
Model:	ACD	ACD
Description:	AUTOMATIC CALL DISTRIBUTOR	Automatic Call Distributor

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

Manuf:	*	Valid Manufacturer
Type:	DISK	Disk Drive
	NAS	Network Attached Storage (NAS) Device
	OPDISK	Optical Disk Drive
	RAID	Disk Raid Array
	SAN	Storage Area Network
	TLIB	Tape Library
Description:	DISK DRIVE	Disk Drive
	DISK RAID ARRAY	Disk Raid Array
	NETWORK ATTACHED STORAGE	Network Attached Storage
	OPTICAL DISK DRIVE	Optical Disk Drive
	STORAGE AREA NETWORK	Storage Area Network
	TAPE LIBRARY	Tape Library

#### CLASS: CPC - PERSONAL COMPUTERS

Manuf:	*	Valid Manufacturer
Model:	DESKTOP	Desktop

	PORTABLE	Portable
Description:	PERSONAL DESKTOP COMPUTER	Personal Desktop Computer
	PERSONAL PORTABLE COMPUTER	Personal Portable Computer
CPU-OS-Used:	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

**CLASS: CPU - COMPUTER SYSTEM**

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Group:	*	Group Name
Series:	*	Series Name
Type:	IBM/PCM	IBM/Plug-Compatible Mainframe
	IBM-MID	IBM Midrange Server
	PROP	Other Midrange Server
	RISC	Unix/RISC Server
	INTEL	Intel/AMD Server
Chip:	*	Processor Chip
ChipFamily:	S390	S390
	PROP	Proprietary Processor
	RISC	RISC Microprocessors
	INTEL	X86 Family
Description:	IBM/PCM MAINFRAME	IBM/Plug-Compatible Mainframe
	SERVER	Server
CPU-OS-Used:	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
Category:	HIGH-END	High-End Server
	LOW-END	Low-End Server
	MIDRANGE	Midrange Server

**CLASS: CPW - HIGH PERFORMANCE WORKSTATION**

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Group:	*	Group Name
Series:	*	Series Name
Type:	WORK	High Performance Workstation
Chip:	*	Processor Chip
ChipFamily:	R	RISC Microprocessors
	X	X86 Family
Description:	HIGH PERFORMANCE WORKSTATION	High Performance Workstation
CPU-OS-Used:	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

**CLASS: EXT - PLANNED PBX EXTENSIONS**

Manuf: \*  
 Model: PBX-EXT  
 Description: PLANNED PBX EXTENSIONS

Valid Manufacturer  
 PBX-Extension  
 Planned PBX Extensions

**CLASS: FCS – FIBER CHANNEL SWITCH**

Manuf: \*  
 Model: FIBER-SWITCH

Valid Manufacturer  
 Fiber Switch

**CLASS: IAP - INTERNET ACCESS PROVIDER**

Manuf: \*  
 Model: INET-ACCESS  
 Description: INTERNET ACCESS PROVIDER

Valid Manufacturer  
 Internet Access  
 Internet Access Provider

**CLASS: LAN - LOCAL AREA NETWORKS**

Model: WIRELESS-LAN  
 Description: LOCAL AREA NETWORK

Wireless-LAN  
 Local Area Network

**CLASS: LDC - LONG DISTANCE CARRIERS**

Manuf: \*  
 Model: LONG-DIST  
 Description: LONG DISTANCE CARRIER

Valid Manufacturer  
 Long-Distance  
 Long Distance Carrier

**CLASS: LNT - NETWORK TECHNOLOGY LINES**

Manuf: \*  
 Model: T1  
 T3  
 XDSL  
 Description: T1 LINE  
 T3 LINE  
 XDSL LINE

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

**CLASS: LSW - LAN SWITCHING**

Manuf: \*  
 Model: SWITCH  
 Description: LAN SWITCH

Valid Manufacturer  
 Switch  
 LAN Switch

**CLASS: MNT - MAINTENANCE VENDORS**

Manuf: \*  
 Model: MAINT  
 Description: MAINTENANCE VENDOR

Valid Manufacturer  
 Maintenance  
 Maintenance Vendor

**CLASS: NET - NETWORK SERVICES**

Manuf:	*	Valid Manufacturer
Model:	ATM-SERV	ATM-Service
	FDDI-SERV	FDDI-Service
	FRAME-RELAY	Frame-Relay
	LEASED-LINE	Leased Line
	PACKET-NET	Packet-Network
	SMDS-SERV	SMDS-Service
	SONET-SERV	SONET-Service
	SWITCHED-56	Switched-56
	X25-SERV	X25-Service
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

**CLASS: OPR - OPERATING SYSTEMS**

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Group:	*	Group Name (Not All Have Group)
Series:	*	Series Name (Not All Have Series)
Description:	OPERATING SYSTEM	Operating System
	LAN OPERATING SYSTEM	LAN Operating System

**CLASS: PBX - PHONE SYSTEM**

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Group:	*	Group Name
Series:	*	Series Name
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
	IP TELEPHONY	IP Telephony

**CLASS: PRG - SOFTWARE**

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Group:	*	Group Name
Series:	*	Series Name

Type:	APPL	Application
	SYSTEM	System
Description:	*	Description of Group

**CLASS: PRT - PRINTERS**

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model for Production Printers Only
Group:	*	Group Name for Production Printers Only
Series:	*	Series Name for Production Printers Only
Type:	INKJET	Ink Jet Printer
	MULTI	Multifunction Desktop Printer
	DMATRIX	Dot Matrix Printer
	LASER	Desktop Laser Printer
	PROD	High Volume Production Printer
	WFORMT	Wide Format Printer
	COPIER	Office Copier
	UNSPEC	Unspecified Printer
Description:	DOT MATRIX PRINTER	Dot Matrix Printer
	INK JET PRINTER	Ink Jet Printer
	DESKTOP LASER PRINTER	Desktop Laser Printer
	PRODUCTION PRINTER	High Volume Production Printer
	MULTIFUNCTION DESK PRINTER	Multifunction Desktop Printer
	OFFICE COPIER	Office Copier
	WIDE FORMAT PRINTER	Wide Format Printer
	PRINTER	Unspecified Printer

**CLASS: REN – PLANNED MOVE OR RENOVATION**

Description:	PLANNEDMOVE	Move/Renovation of Multiple Departments or >5% Employees
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**CLASS: RTR - ROUTERS**

Manuf:	*	Valid Manufacturer
Model:	ROUTER	Router
Description:	ROUTER	Router

**CLASS: SRV - SERVICES PROVIDERS**

Manuf:	*	Valid Manufacturer
Model:	SERVICES	Services
Description:	SERVICES VENDOR	Services Vendor

**CLASS: TCL - THIN CLIENTS (Europe Only)**

Manuf:	*	Valid Manufacturer
Model:	THIN-CLIENT	Thin Clients, Web-Based Terminals, Network Computers, X-Terminals
Description:	THIN CLIENT	Thin Clients

**CLASS: TRK - TRUNK LINES**

Manuf:	*	Valid Manufacturer
Model:	800-LINE	800/WATS-Line
	DIAL	Dial-Up Line
	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 Line
	TIE-LINE-PRV	Tie Line – Private Network
	TIE-LINE-DED	Tie Line – Dedicated Access
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

**CLASS: UPS - UNINTERRUPTABLE POWER SUPPLY**

Manuf:	*	Valid Manufacturer
Model:	UPS	Uninterruptible Power Supply
	UPS-3PHASE	
Description:	POWER SYSTEM	Power System

**CLASS: VIP – VOICE OVER IP**

Manuf:	*	Valid Manufacturer
Model:	VOICEOVERIP	Voice Over Internet
Description:	VOICE OVER IP	Voice Over Internet Service

**CLASS: VPN - VIRTUAL PRIVATE NETWORKS**

Manuf:	*	Valid Manufacturer
Model:	VPN	Virtual Private Networks
Description:	VIRTUAL PRIVATE NETWORK	Virtual Private Network

**CLASS: WIS - WIRELESS LINES**

Model:	CELLULAR	Cellular
Description:	CELLULAR	Cellular

**CLASS: XVM - VOICE MAIL SYSTEMS**

Manuf:	*	Valid Manufacturer
Model:	VOICE-MAIL	Voice-Mail
Description:	VOICE MAIL SYSTEM	Voice Mail System





## Appendix C

# Relational Database Format Templates

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

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.



# 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 9.0, released in February 2005.

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.

## Layout for Table (Y)

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 Assigned

## Field Descriptions - Alphabetical Listing

### RECID

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

### SITEID

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