



Relational Database Format

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

Version 10.2

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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 North American Support Center at (800) 645-5795. Operating hours are M-F from 7 a.m. to 5 p.m., PST or the European Support Center at +33 (0)1 64 86 56 00. Operating hours are M-F from 10 a.m. to 7 p.m. GMT.

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.

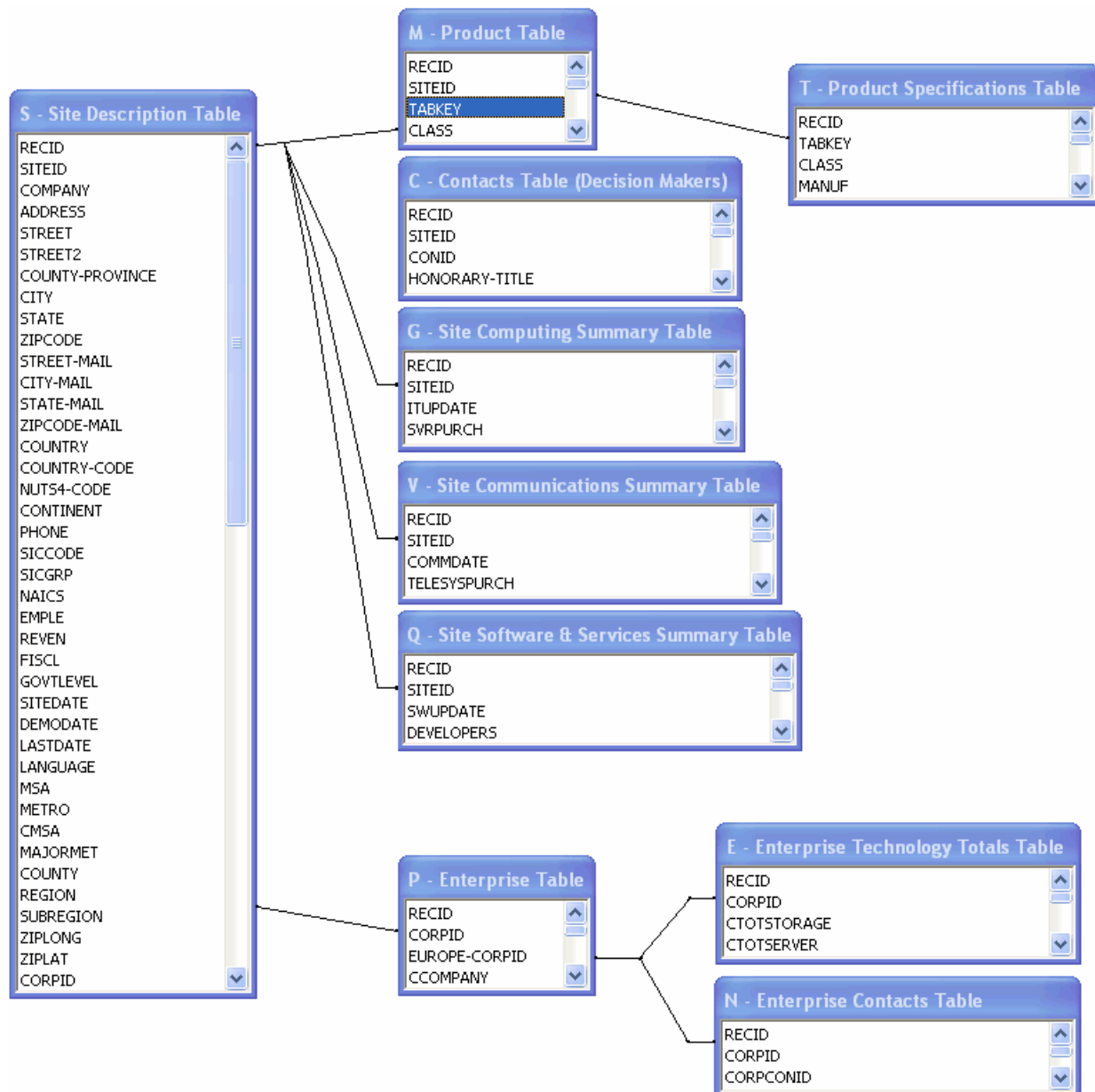


Figure 1 – Major Relationships Between the RDF Tables

Sample Data

Site Description Table

	Field Name	Type	Length	Value
1.	RECID	A	2	'OS'
2.	SITEID	I	9	'101003001'
3.	COMPANY	A	40	'Enterprise Company'
4.	ADDRESS	A	40	'The Power House'
5.	STREET	A	40	'123 Main Street'
6.	STREET2	A	40	'Queens Road'
7.	COUNTY-PROVINCE	A	20	'South Yorkshire'
8.	CITY	A	21	'Brewster'
9.	STATE	A	2	'AL'
10.	ZIPCODE	A	10	'35044'
11.	STREET-MAIL	A	40	'P O Box 345'
12.	CITY-MAIL	A	34	'Brewster'
13.	STATE-MAIL	A	2	'AL'
14.	ZIPCODE-MAIL	A	10	'35055-0345'
15.	COUNTRY	A	14	'UNITED STATES'
16.	COUNTRY-CODE	A	2	'GB'

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)
Table Z	-	Ci Triggers 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 40) which is a key into the Enterprise Table, which includes information about a site's parent organization (Table P).

Layout for Table (S) – 71 Fields

FieldOrder	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	75	Company Name
4.	ADDRESS	A	40	House / Industrial Name–First Address Line (European Data Only)
5.	STREET	A	40	Physical Street Address 1
6.	STREET2	A	40	Physical Street Address 2 (European & Latin American Data Only)
7.	COUNTY-PROVINCE	A	20	Physical County-Province (European Data Only)
8.	CITY	A	34	Physical City / Town
9.	STATE	A	2	Physical State
10.	ZIPCODE	A	10	Physical ZIP Code / Post Code
11.	STREET-MAIL	A	40	Mailing Street / Postal Street Address
12.	CITY-MAIL	A	34	Mailing City / Town
13.	STATE-MAIL	A	2	Mailing State
14.	ZIPCODE-MAIL	A	10	Mailing ZIP Code / Post Box Code
15.	COUNTRY	A	14	Country
16.	COUNTRY-CODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
17.	NUTS4-CODE	A	10	NUTS4-CODE
18.	CONTINENT	A	13	Continent
19.	PHONE	A	20	Phone
20.	SICCODE	A	4	SIC Code (4-Digit)
21.	SICGRP	A	6	SIC Group
22.	NAICS	A	6	NAICS Code (6-Digit)
23.	EMPLE	I	6	Site Employees
24.	REVEN	I	6	Estimated Revenue
25.	FISCL	A	3	Ending Month of Fiscal Year
26.	GOVTLEVEL	A	1	Government Level
27.	SITEDATE	A	6	Date Added to Database (YYYYMM)
28.	DEMDATE	A	6	Date of Last Demographics Interview (YYYYMM)
29.	LASTDATE	A	6	Date of Last Interview by Harte-Hanks (YYYYMM)
30.	LANGUAGE	A	3	Language Spoken
31.	MSA	A	5	MSA Code
32.	METRO	A	3	Metro

33.	CMSA	A	3	CMSA Code
34.	MAJORMET	A	3	Major Metro
35.	COUNTY	A	5	County Code
36.	REGION	A	6	Region
37.	SUBREGION	A	8	Sub Region
38.	ZIPLONG	A	7	ZIP Centroid Longitude
39.	ZIPLAT	A	7	ZIP Centroid Latitude
40.	CORPID	A	5	North American Enterprise ID- Harte-Hanks Assigned
41.	ENTEMPL	I	9	Enterprise or Standalone Business Employees
42.	ENTREVENUE	I	9	Enterprise or Standalone Business Revenue
43.	CORPHDQ	A	15	Enterprise Status of Site
44.	HOMEPAGEURL	A	50	URL Address of Site's Home Page
45.	STYPE	A	8	Type of Site
46.	REF-ID	A	8	Cross-Reference to Old 8-Byte Site ID
47.	XREF-ID	A	9	Cross-Reference to ID (Reserved)
48.	CHANNEL-FLAG	A	1	Identified as Channels Database Site
49.	FAX	A	20	FAX Number
50.	NAF-CODE-REV-1	A	4	NAF Code (Former French Classification of Activities)
51.	REG-CODE	A	20	Company Registration Number
52.	TURNOVER-CODE	A	2	Turnover Qualifier Code
53.	TURNOVER-LOCAL	I	12	Annual Turnover (Revenue) in Million of Local Currency
54.	TURNOVER-EUROS	I	12	Annual Turnover (Revenue) in Million Euros
55.	VAT-CODE	A	20	VAT Code
56.	SITES-IN-COUNTRY	I	6	Total Number of Sites in Country for Company
57.	EMP-INCO-INCNTY	I	9	Total Employees in Company in Country
58.	EUROPE-SITEID	I	6	Alternate Site ID - Harte-Hanks Assigned
59.	EUROPE-CORPID	A	6	Alternate Enterprise ID- Harte-Hanks Assigned
60.	IT-EMPLE-RANGE	A	16	Number of IT Employees at Site
61.	BRAZILTAX	A	14	Brazilian Tax Code
62.	NATLSOURCE	A	3	National Ranking Source
63.	NATLRANK	I	4	National Rank
64.	EUROSOURCE	A	3	European Ranking Source
65.	EURORANK	I	4	European Rank
66.	PRIMARY-DUNS-NUMBER	A	9	Matching Dunn & Bradstreet Number (as per D&B)
67.	YEAR-EST	A	4	Year Company Established
68.	MULTINATIONAL	A	3	Identified as Part of a Multinational Company
69.	SALESFORCE	I	6	Total Number of Sales Force Employees
70.	MOBILE-WORKERS	I	6	Total Number of Mobile Employees
71.	MOBILE-INTL	A	3	Mobile Employees that Travel Internationally

Field Descriptions — Alphabetical Listing

ADDRESS

Format: A40

Description: First Line of Address Field – House/Industrial Name (European Data Only)

CITY

Format: A34

Description: City / Town Where Site is Located.

CITY-MAIL

Format: A34

Description: City / Town 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: A75

Description: Site Name.

CONTINENT

Format: A13

Description: Continent Where Site is Located.

Value(s): Europe

Latin America

North America

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
	SK	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)

DEMDATE

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-CORPID

Format: A6

Description: Harte-Hanks Assigned Code Providing Linkage to the Parent Enterprise. (European Data Only)

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

GOVTLEVEL

Format: A1

Description: Level Indicator for Government sites.

Value(s):	F	Federal
	L	Local
	S	State

HOMEPAGEURL

Format: A50

Description: URL Address for Site's Home Page.

IT-EMPLE-RANGE

Format: A16

Description: Range of IT Employees at Site.

Value(s):	0
	1-4
	5-9
	10-24
	25-49
	50-99
	100-249
	250-499
	500 or More

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

MOBILE-WORKERS

Format: I6

Description: Total Number of Mobile Employees.

MOBILE-INTL

Format: A3

Description: Presence of Mobile Employees that Travel Internationally.

Value(s): Yes
No

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

NAF-CODE-REV-1

Format: A4

Description: 4-Digit NAF Code (Former French Classification of Activities – NAF rev. 1). (France 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: A10

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&B. DUNS Numbers are matched 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.

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)

REVEN

Format: I6

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

SALESFORCE

Format: I6

Description: Total Number of Sales Force Employees.

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.

1	USA		
01	AL	XXX000000	Unique Number within the State
02	AK	XXX000000	Unique Number within the State
03	AZ	XXX000000	Unique Number within the State
04	AR	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
2	Canada		
01	AB	XXX000000	Unique Number within the Province
02	BC		

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

	12	XXX000000 PT	Unique number within Spain
	13	XXX000000 SE	Unique number within Portugal
	14	XXX000000 NO	Unique number within Sweden
	15	XXX000000 DK	Unique number within Norway
	16	XXX000000 FI	Unique number within Denmark
	17	XXX000000 SK	Unique number within Finland
	18	XXX000000 HU	Unique number within Slovakia
	19	XXX000000 PL	Unique number within Hungary
	20	XXX000000 CZ	Unique number within Poland
		XXX000000	Unique number within Czech Republic
4	Latin America		
	01	BR	
		XXX000000	Unique number within Brazil
	02	MX	
		XXX000000	Unique number within Mexico
	03	CL	
		XXX000000	Unique number within Chile
	04	AR	
		XXX000000	Unique number within Argentina
	05	CO	
		XXX000000	Unique number within Colombia
	06	VE	
		XXX000000	Unique number within Venezuela
	07	PE	
		XXX000000	Unique number within Peru
	08	EC	
		XXX000000	Unique number within Ecuador

SITES-IN-COUNTRY

Format: I6

Description: Total number of sites in country for company. (European Data Only)

STATE

Format: A2

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

Value(s):

Canada

AB	Alberta
BC	British Columbia
MB	Manitoba
NL	Newfoundland
NS	Nova Scotia
NT	Northwest Territory
ON	Ontario
PE	Prince Edward IS
QC	Quebec
SK	Saskatchewan
YU	Yukon

United States

AK	Alaska
AL	Alabama
AR	Arkansas
AZ	Arizona
CA	California
CO	Colorado
CT	Connecticut
DC	Washington DC
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.

STREET

Format: A40

Description: Site's Physical Street Address 1.

STREET2

Format: A40

Description: Site's Physical Street Address 2. (European and Latin America Data Only)

STREET-MAIL

Format: A40

Description: Site's Mailing / Postal Street Address.

STYPE

Format: A8

Description: Level of Site detail available

Value(s): Basic
Enhanced
Standard

SUBREGION

Format: A8

Description: Sub region of country in which site is located.

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
	GP	Gross Premiums
	GD	Group Division Sales
	ES	European Company Sales
	DI	Donation Income
	BS	Balance Sheet

TURNOVER-EUROS

Format: I12

Description: Annual Turnover (Revenue) for the company at national level in Millions of Euros. (European Data Only)

TURNOVER-LOCAL

Format: I12

Description: Annual Turnover (Revenue) for the company at national level in Millions of 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 / Post Box 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



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.

Note: Geography and Subscription Requirements for each field are subject to change.

Layout for Table (G) – 89 Fields

FieldOrder	FieldName	Format	Length	Short Description	Subscription Requirement
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)	Standard
5.	PCPURCH	A	6	PC Purchasing Decisions (Local/Parent)	Standard
6.	TOTPC	I	6	Total Installed Personal Computers	Standard
7.	PLANPC	I	6	Total Planned Personal Computers	Standard
8.	TOTDESK	I	6	Total Installed Desktop Personal Computers	Standard
9.	PLANDESK	I	6	Total Planned Desktop Personal Computers	Enhanced - Plan PCs
10.	TOTPORT	I	6	Total Installed Portable Personal Computers	Standard
11.	PLANPORT	I	6	Total Planned Portable Personal Computers	Enhanced - Plan PCs
12.	TOTAPPLE	I	6	Total Installed Apple Computers	Enhanced - PCs
13.	PLANAPPLE	I	6	Total Planned Apple Computers	Enhanced - Plan PCs
14.	PCTINTELDESK	A	3	Percent Desktop PCs with Intel Chips	Enhanced - PCs
15.	PCTAMDDESK	A	3	Percent Desktop PCs with AMD Chips	Enhanced - PCs
16.	PCT3YRDESK	A	3	Percent Desktop PCs Over 3 Years Old	Enhanced - PCs
17.	PCTINTELPORT	A	3	Percent Portable PCs with Intel Chips	Enhanced - PCs
18.	PCTAMDPORT	A	3	Percent Portable PCs with AMD Chips	Enhanced - PCs
19.	PCT3YRPORT	A	3	Percent Portable PCs Over 3 Years Old	Enhanced - PCs
20.	PORT-PRES	A	3	Presence of Portable PCs	Standard
21.	DESKTOP-MANUF	A	11	Prevalent Desktop PC Manufacturer	Standard
22.	PORTABLE-MANUF	A	11	Prevalent Portable PC Manufacturer	Standard
23.	PREFERRED-DESKTOP	A	11	Preferred Desktop PC Manufacturer	Enhanced - PCs
24.	PREFERRED-PORTABLE	A	11	Preferred Portable PC Manufacturer	Enhanced - PCs
25.	TOTAL-PCS-IN-COUNTRY	I	6	Total PCs in Company in Country	Standard
26.	TOTTHINCLIENTS	I	6	Total Installed Thin Clients	Enhanced - PCs
27.	PLANTHINCLIENTS	I	6	Total Planned Thin Clients	Enhanced – Plan PCs
28.	TOTSERVER	I	6	Total Installed Servers	Standard
29.	PLANSERVER	I	6	Total Planned Servers	Standard
30.	TOTPCSUSEDASSERVER	I	6	Total Servers-Including All PCs Used As A Server	Enhanced - Servers
31.	TOTSOLDASSERVER	I	6	Total Servers-Including CPUs Sold As A Server Only	Enhanced - Servers
32.	TOTWKS	I	6	Total Installed High Performance Workstations	Standard

33.	PLANWKS	I	6	Total Planned High Performance Workstations	Enhanced – Plan PCs
34.	TOTIBMPCM	I	6	Total Installed IBM/PC Mainframe Servers	Standard
35.	PLANIBMPCM	I	6	Total Planned IBM/PC Mainframe Servers	Enhanced – Plan Servers
36.	TOTIBMIDRANGE	I	6	Total Installed IBM Midrange Servers	Standard
37.	PLANIBMIDRANGE	I	6	Total Planned IBM Midrange Servers	Enhanced - Plan Servers
38.	TOTINTELAMDSVR	I	6	Total Installed Intel/AMD Servers	Standard
39.	PLANINTELAMDSVR	I	6	Total Planned Intel/AMD Servers	Enhanced - Plan Servers
40.	TOTUNIXRISCSVR	I	6	Total Installed Unix/RISC Servers	Standard
41.	PLANUNIXRISCSVR	I	6	Total Planned Unix/RISC Servers	Enhanced - Plan Servers
42.	TOTOTHPROPSVR	I	6	Total Installed Proprietary Servers (NEC)	Standard
43.	PLANOTHPROPSVR	I	6	Total Planned Proprietary Servers (NEC)	Enhanced - Plan Servers
44.	PLATFORMCONFIG	A	6	Mixed vs. Single Operating System Platform	Enhanced - Servers
45.	PCTBLADE	A	8	Percent of Blade Servers	Enhanced - Servers
46.	PLANBLADE	A	3	Planned Blade Servers	Enhanced - Plan Servers
47.	PREFERRED-SERVER	A	11	Preferred Server Manufacturer	Enhanced - Servers
48.	CLUSTER	A	12	Cluster Adopted vs. Not Deployed	Enhanced - Servers
49.	TOTSTORAGE	A	16	Total Site Storage Capacity	Standard
50.	DAS-PRESENCE	A	3	Presence of Direct Attached Storage	Standard
51.	NAS-PRESENCE	A	3	Presence of Network Attached Storage	Standard
52.	SAN-PRESENCE	A	3	Presence of Storage Area Network	Standard
53.	PLANSAN-PRESENCE	A	3	Presence of Planned Storage Area Network	Standard
54.	TAPELIB-PRESENCE	A	3	Presence of Automated Tape Library	Standard
55.	PLANDASCAPACITY	A	9	Planned Change in Direct Attached Storage Capacity	Enhanced - Plan Storage
56.	PLANNASCAPACITY	A	9	Planned Change in Network Attached Storage Capacity	Enhanced - Plan Storage
57.	PLANSANCAPACITY	A	9	Planned Change in Storage Area Network Capacity	Enhanced - Plan Storage
58.	PLANTAPELIBCAPACITY	A	9	Planned Change in Automated Tape Library Capacity	Enhanced - Plan Storage
59.	DAS-STATUS	A	20	Status of Direct Attached Storage	Enhanced – Plan Storage
60.	NAS-STATUS	A	20	Status of Network Attached Storage	Enhanced – Plan Storage
61.	SAN-STATUS	A	20	Status of Storage Area Network	Enhanced – Plan Storage
62.	TAPELIB-STATUS	A	20	Status of Automated Tape Library	Enhanced – Plan Storage
63.	DISASTER-RECOVERY	A	20	Disaster Recovery Strategy	Enhanced - Storage
64.	TOTPRT	I	6	Total Installed Printers	Standard
65.	PLANPRT	I	6	Total Planned Printers	Enhanced - Plan Peripherals
66.	TOTPRODPRT	I	6	Total Installed Production Printers	Standard
67.	PLANPRODPRT	I	6	Total Planned Production Printers	Enhanced - Plan Peripherals
68.	TOTCOLORPRT	I	6	Total Installed Color Printers	Enhanced - Peripherals
69.	PLANCOLORPRT	I	6	Total Planned Color Printers	Enhanced - Plan Peripherals
70.	TOTLASERPRT	I	6	Total Installed Laser Printers	Enhanced - Peripherals
71.	PLANLASERPRT	I	6	Total Planned Laser Printers	Enhanced - Plan Peripherals
72.	TOTINKJETPRT	I	6	Total Installed Inkjet Printers	Enhanced - Peripherals
73.	PLANINKJETPRT	I	6	Total Planned Inkjet Printers	Enhanced - Plan Peripherals
74.	TOTDOTMATRIXPRT	I	6	Total Installed Dot Matrix Printers	Enhanced - Peripherals
75.	PLANDOTMATRIXPRT	I	6	Total Planned Dot Matrix Printers	Enhanced - Plan Peripherals
76.	TOTWIDEFORMPRT	I	6	Total Installed Wide Format Printers	Enhanced - Peripherals
77.	PLANWIDEFORMPRT	I	6	Total Planned Wide Format Printers	Enhanced - Plan Peripherals
78.	TOTMULTIPRT	I	6	Total Installed Multifunction Printers	Enhanced - Peripherals

79.	PLANMULTIPRT	I	6	Total Planned Multifunction Printers	Enhanced - Plan Peripherals
80.	TOTCOPIER	I	6	Total Installed Network Copiers	Enhanced - Peripherals
81.	PLANCOPIER	I	6	Total Planned Network Copiers	Enhanced - Plan Peripherals
82.	TOTUPS	I	6	Total Installed UPS (Uninterruptible Power Supply)	Enhanced - Peripherals
83.	PLANUPS	I	6	Total Planned UPS (Uninterruptible Power Supply)	Enhanced - Plan Peripherals
84.	WIRELESS-PRESENCE	A	3	Presence of a Wireless LAN	Standard
85.	WIRELESS-LAN-STATUS	A	20	Wireless LAN Status	Enhanced - Plan Ntwrk Infrastructure
86.	WIRELESS-USERS	I	6	Number of Wireless LAN Users	Standard
87.	PLANWIRELESS-USERS	I	6	Planned Number of Wireless LAN Users	Enhanced - Plan Ntwrk Infrastructure
88.	ACCESSPOINTS	I	6	Number of Wireless LAN Access Points	Enhanced - Network Infrastructure
89.	TOTNODES	I	6	Total LAN Nodes	Standard

Field Descriptions - Alphabetical Listing

ACCESSPOINTS

Format: I6
Description: Total installed Wireless LAN Access Points at site.
Geography: North America
Europe
Subscription: Enhanced – Network Infrastructure

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
Geography: North America
Europe
Subscription: Enhanced – Systems & Servers

DAS-PRESENCE

Format: A3
Description: Presence of Direct Attached Storage (DAS) devices at site.
Value(s): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard - Storage

DAS-STATUS

Format: A20
Description: Status of Direct Attached Storage (DAS) devices at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Storage

DESKTOP-MANUF

Format: A11
Description: Prevalent Desktop PC manufacturer at site – determined by quantity of installed Desktop PCs.
Geography: North America
Europe

Latin America
 Subscription: Standard – Personal Computing

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
 Geography: North America
 Europe
 Subscription: Enhanced - Storage

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
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Storage

NAS-STATUS

Format: A20
 Description: Status of Network Attached Storage (NAS) devices at site.
 Value(S): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Storage

PCPURCH

Format: A6
 Description: Location of PC Purchase Decision Maker(s).
 Value(S): Local Decisions Made Locally
 Parent Decisions Made At Parent Organization

Geography: North America
Europe
Latin America
Subscription: Standard - Personal Computing

PCT3YRDESK

Format: A3
Description: Percent of all Desktop PCs over 3 years old.
Geography: North America
Europe
Subscription: Enhanced - Personal Computing

PCT3YRPORT

Format: A3
Description: Percent of all Portable PCs over 3 years old.
Geography: North America
Europe
Subscription: Enhanced - Personal Computing

PCTAMDDESK

Format: A3
Description: Percent of all Desktop PCs with AMD chips.
Geography: North America
Europe
Subscription: Enhanced - Personal Computing

PCTAMDPORT

Format: A3
Description: Percent of all Portable PCs with AMD chips.
Geography: North America
Europe
Subscription: Enhanced - Personal Computing

PCTBLADE

Format: A8
Description: Percent of all Servers which are Blade Form Factor.
Value(S): 0
1 – 25
26 – 50
51- 75
76 – 100
Geography: North America
Europe

Subscription: Enhanced – Systems & Servers

PCTINTELDESK

Format: A3
 Description: Percent of all Desktop PCs with Intel chips.
 Geography: North America
 Europe
 Subscription: Enhanced - Personal Computing

PCTINTELPOR

Format: A3
 Description: Percent of all Portable PCs with Intel chips.
 Geography: North America
 Europe
 Subscription: Enhanced - Personal Computing

PLANAPPLE

Format: I6
 Description: Total planned Apple Computers.
 Geography: North America
 Europe
 Subscription: Enhanced - Personal Computing

PLANBLADE

Format: A3
 Description: Blade Servers planned in the next 12 months.
 Value(S): No
 Yes
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Systems & Servers

PLANCOLORPRT

Format: I6
 Description: Total planned Color Printers at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Peripherals

PLANCOPIER

Format: I6
 Description: Total planned Network Copiers at site.
 Geography: North America

Europe
Subscription: Enhanced – Plan Peripherals

PLANDASCAPACITY

Format: A9
Description: Planned change to Direct Attached Storage (DAS) capacity in the next 12 months.
Value(S): Decrease
Increase
No Change
Geography: North America
Europe
Subscription: Enhanced – Plan Storage

PLANDESK

Format: I6
Description: Total planned Desktop PCs at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Personal Computing

PLANDOTMATRIXPRT

Format: I6
Description: Total planned Dot Matrix Printers at site.
Geography: North America
Europe
Subscription: Enhanced - Planned Peripherals

PLANIBMPCM

Format: I6
Description: Total planned IBM/Plug-Compatible Mainframe Servers at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Systems & Servers

PLANIBMMIDRANGE

Format: I6
Description: Total planned IBM Midrange Servers at site – including IBM iSeries and AS/400.
Geography: North America
Europe
Subscription: Enhanced - Plan Systems & Servers

PLANINKJETPRT

Format: I6

Description: Total planned Ink Jet Printers at site.
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Peripherals

PLANINTELAMDSVR

Format: I6
 Description: Total planned Intel or AMD-Based Servers at site.
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Systems & Servers

PLANLASERPRT

Format: I6
 Description: Total planned Laser Printers at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Peripherals

PLANMULTIPRT

Format: I6
 Description: Total planned Multifunction Printers at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Peripherals

PLANNASCAPACITY

Format: A9
 Description: Planned change to Network Attached Storage (NAS) capacity in the next 12 months.
 Value(S): Decrease
 Increase
 No Change
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Storage

PLANOTHPROPSVR

Format: I6
 Description: Total planned Proprietary Servers at site. (Not Elsewhere Classified)
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Systems & Servers

PLANPC

Format: I6
Description: Total planned PCs at site.
Geography: North America
Europe
Latin America
Subscription: Standard – Personal Computing

PLANPORT

Format: I6
Description: Total planned Portable PCs at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Personal Computing

PLANPRODPRT

Format: I6
Description: Total planned High Volume Production Printers at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Peripherals

PLANPRT

Format: I6
Description: Total planned Printers at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Peripherals

PLANSAN-PRESENCE

Format: A3
Description: Presence of Planned Storage Area Network (SAN) at site.
Value(S): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard – Storage

PLANSANCAPACITY

Format: A9
Description: Planned change to Storage Area Network (SAN) capacity in the next 12 months.
Value(S): Decrease

Increase
 No Change
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Storage

PLANSERVER

Format: I6
 Description: Total planned Servers at site.
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Systems & Servers

PLANTAPELIBCAPACITY

Format: A9
 Description: Planned change to Automated Tape Library capacity in the next 12 months.
 Value(S): Decrease
 Increase
 No Change
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Storage

PLANTHINCLIENTS

Format: I6
 Description: Total planned Thin Clients at site. (European Data Only)
 Geography: Europe
 Subscription: Enhanced – Plan Personal Computing

PLANUNIXRISCSVR

Format: I6
 Description: Total planned Unix or RISC-Based Servers at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Systems & Servers

PLANUPS

Format: I6
 Description: Total planned Uninterruptible Power Supply (UPS) devices at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Peripherals

PLANWIDEFORMPRT

Format: I6
Description: Total planned Wide Format Printers at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Peripherals

PLANWIRELESS-USERS

Format: I6
Description: Planned number of Wireless LAN Users at site in the next 12 months.
Geography: North America
Europe
Subscription: Enhanced – Plan Network Infrastructure

PLANWKS

Format: I6
Description: Total planned High Performance Workstations at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Personal Computing

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
Geography: North America
Europe
Subscription: Enhanced – Systems & Servers

PORT-PRES

Format: A3
Description: Presence of Portable PCs at the site.
Value(S): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard – Personal Computing

PORTABLE-MANUF

Format: A11
Description: Prevalent Portable PC manufacturer at site – determined by the largest quantity of installed Portable PCs.

Geography: North America
 Europe
 Latin America
 Subscription: Standard – Personal Computing

PREFERRED-DESKTOP

Format: A11
 Description: Preferred Desktop PC manufacturer at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Personal Computing

PREFERRED-PORTABLE

Format: A11
 Description: Preferred Portable PC manufacturer at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Personal Computing

PREFERRED-SERVER

Format: A11
 Description: Preferred Server manufacturer at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Systems & Servers

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
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Storage

SAN-STATUS

Format: A20
Description: Status of Storage Area Network (SAN) devices at site.
Value(S): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Storage

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
Geography: North America
Europe
Latin America
Subscription: Standard – Systems & Servers

TAPELIB-PRESENCE

Format: A3
Description: Presence of Automated Tape Library at site.
Value(S): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard – Storage

TAPELIB-STATUS

Format: A20
Description: Status of Automated Tape Library at site.
Value(S): Installed
Planned
Installed & Planned
Geography: North America
Europe

Subscription: Enhanced – Plan Storage

TOTAL-PCS-IN-COUNTRY

Format: I6
 Description: Total installed PCs in company, in country. (European Data Only)
 Geography: Europe
 Subscription: Enhanced – Personal Computing

TOTAPPLE

Format: I6
 Description: Total installed Apple Computers.
 Geography: North America
 Europe
 Subscription: Enhanced – Personal Computing

TOTCOLORPRT

Format: I6
 Description: Total installed Color Printers at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Peripherals

TOTCOPIER

Format: I6
 Description: Total installed Network Copiers at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Peripherals

TOTDESK

Format: I6
 Description: Total installed Desktop PCs at site.
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Personal Computing

TOTDOTMATRIXPRT

Format: I6
 Description: Total installed Dot Matrix Printers at site.
 Geography: North America
 Europe

Subscription: Enhanced – Peripherals

TOTIBMPCM

Format: I6

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

Geography: North America
Europe
Latin America

Subscription: Standard – Systems & Servers

TOTIBMIDRANGE

Format: I6

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

Geography: North America
Europe
Latin America

Subscription: Standard – Systems & Servers

TOTINKJETPRT

Format: I6

Description: Total installed Ink Jet Printers at site.

Geography: North America
Europe

Subscription: Enhanced - Peripherals

TOTINTELAMDSVR

Format: I6

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

Geography: North America
Europe
Latin America

Subscription: Standard – Systems & Servers

TOTLASERPRT

Format: I6

Description: Total installed Laser Printers at site.

Geography: North America
Europe

Subscription: Enhanced – Peripherals

TOTMULTIPRT

Format: I6

Description: Total installed Multifunction Printers at site.

Geography: North America
Europe
Subscription: Enhanced – Peripherals

TOTNODES

Format: I6
Description: Total installed LAN Nodes at site – includes PCs, printers and workstations.
Geography: North America
Europe
Latin America
Subscription: Standard – Network Infrastructure

TOTOTHPROPSVR

Format: I6
Description: Total installed Proprietary Servers at site. (Not Elsewhere Classified)
Geography: North America
Europe
Latin America
Subscription: Standard – Systems & Servers

TOTPC

Format: I6
Description: Total installed PCs at site.
Geography: North America
Europe
Latin America
Subscription: Standard – Personal Computing

TOTPCSUSEDASSERVER

Format: I6
Description: Total Installed Servers - Including all PCs Used as a Server.
Geography: North America
Europe
Subscription: Enhanced – Systems & Servers

TOTPORT

Format: I6
Description: Total installed Portable PCs at site.
Geography: North America
Europe
Latin America
Subscription: Standard – Personal Computing

TOTPRODPRT

Format: I6
Description: Total installed High Volume Production Printers at site.
Geography: North America
Europe
Latin America
Subscription: Standard – Peripherals

TOTPRT

Format: I6
Description: Total installed Printers at site.
Geography: North America
Europe
Latin America
Subscription: Standard – Peripherals

TOTSERVER

Format: I6
Description: Total installed Servers at site.
Geography: North America
Europe
Latin America
Subscription: Standard – Systems & Servers

TOTSOLDASSERVER

Format: I6
Description: Total Installed Servers Including all CPUs Sold as a Server Only.
Geography: North America
Europe
Subscription: Enhanced – Systems & Servers

TOTSTORAGE

Format: A16
Description: Total storage capacity across all installed Servers at site.
Value(S): Less Than 250 GB
250 to 500 GB
500 to 1000 GB
1 to 3 TB
Over 3 TB
Geography: North America
Europe
Latin America
Subscription: Standard – Peripherals

TOTTHINCLIENTS

Format: I6
 Description: Total installed Thin Clients at site. (European Data Only)
 Geography: Europe
 Subscription: Enhanced – Personal Computing

TOTUNIXRISCSVR

Format: I6
 Description: Total installed Unix or RISC-Based Servers at site.
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Systems & Servers

TOTUPS

Format: I6
 Description: Total installed Uninterruptible Power Supply (UPS) devices at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Peripherals

TOTWIDEFORMPRT

Format: I6
 Description: Total installed Wide Format Printers at site.
 Geography: North America
 Europe
 Subscription: Enhanced – Peripherals

TOTWKS

Format: I6
 Description: Total installed High Performance Workstations at site.
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Personal Computing

WIRELESS-LAN-STATUS

Format: A20
 Description: Wireless LAN status at site.
 Value(S): Installed
 Planned
 Geography: North America

Europe
Subscription: Enhanced – Plan Network Infrastructure

WIRELESS-PRESENCE

Format: A3
Description: Presence of Wireless LAN at site.
Value(S): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard – Network Infrastructure

WIRELESS-USERS

Format: I6
Description: Total number of Wireless LAN Users at site.
Geography: North America
Europe
Latin America
Subscription: Standard – Network Infrastructure



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 presence, Hardware Services, Software Services and more.

Note: Geography and Subscription Requirements for each field are subject to change.

Layout for Table (Q) – 52 Fields

FieldOrder	FieldName	Format	Length	Short Description	Subscription Requirement
1.	RECID	A	2	OQ – Software and Services Record ID	
2.	SITEID	I	9	Site ID – Harte-Hanks Assigned	
3.	SWUPDATE	A	6	Computer Software Update	Enhanced - Software
4.	DEVELOPERS	A	16	Total Programmers and Web Developers	Enhanced - Software
5.	PC-UNIX-STATUS	A	20	Personal Computing UNIX Status at Site	Enhanced – Plan PCs
6.	PC-LINUX-STATUS	A	20	Personal Computing LINUX Status at Site	Enhanced – Plan PCs
7.	SVR-UNIX-STATUS	A	20	Server UNIX Status at Site	Enhanced – Plan Servers
8.	SVR-LINUX-STATUS	A	20	Server LINUX Status at Site	Enhanced – Plan Servers
9.	SVR-OPR-STATUS	A	20	Server Operating System Status	Enhanced – Plan Servers
10.	HPW-OPR-STATUS	A	20	High Performance Workstation Operating System Status	Enhanced – Plan PCs
11.	DRECOVER-STATUS	A	20	Disaster Recovery	Enhanced – Plan Managed Svcs
12.	LANSVCS-STATUS	A	20	LAN Services	Enhanced – Plan Managed Svcs
13.	SWSVCS-STATUS	A	20	Software Services	Enhanced – Plan Managed Svcs
14.	INETSVCs-STATUS	A	20	Internet Services	Enhanced – Plan Managed Svcs
15.	WANSVCS-STATUS	A	20	WAN Services Status	Enhanced – Plan Managed Svcs
16.	HWSVCS-STATUS	A	20	Hardware Services	Enhanced – Plan Managed Svcs
17.	HWMNT-STATUS	A	20	Hardware Maintenance	Enhanced – Plan Managed Svcs
18.	ITSOURCE	A	12	Source for Mgmt. of Computers & Systems	Standard
19.	OPENSOURCE	A	3	Open Source Software Installed	Standard
20.	PLANOPENSOURCE	A	3	Planned Open Source Software	Enhanced – Plan Software
21.	WEBSERVICES	A	3	Web Services Installed	Enhanced – Software
22.	PLANWEBSERVICES	A	3	Planned Web Services	Enhanced – Plan Software
23.	APP-DEV-SW-STATUS	A	20	Application Development Software Status	Enhanced – Plan Software
24.	DATA-MGMT-SW-STATUS	A	20	Database Management Software Status	Enhanced – Plan Software
25.	WORKFLOW-SW-STATUS	A	20	Workflow Software Status	Enhanced – Plan Software
26.	ENT-SYS-SW-STATUS	A	20	Enterprise & Systems Mgmt Software Status	Enhanced – Plan Servers
27.	SECURITY-SW-STATUS	A	20	Security Management Software Status	Enhanced – Plan Ntwrk Infrastructure
28.	STORAGE-SW-STATUS	A	20	Storage Management Software Status	Enhanced – Plan Storage
29.	ENT-SW-STATUS	A	20	Enterprise Application Software Status	Enhanced – Plan Software
30.	IND-SPECIFIC-SW-STATUS	A	20	Industry Specific Software Status	Enhanced – Plan Software
31.	GRPWARE-SW-STATUS	A	20	Groupware Software Status	Enhanced – Plan Software
32.	SVR-COMP-SW-STATUS	A	20	Server Computing Software Status	Enhanced – Plan Software
33.	ERP-PRESENCE	A	3	Presence of ERP Software Suite at the Site	Enhanced - Software

34.	BPM-FRAMEWORK	A	12	Business Process Management (BPM) Installed	Enhanced - Software
35.	PLANBPM-FRAMEWORK	A	3	Planned BPM	Enhanced – Plan Software
36.	DATAWAREHOUSE	A	12	Data Warehouse Status	Enhanced – Software
37.	PLANDATAWAREHOUSE	A	3	Planned Data Warehouse	Enhanced – Plan Software
38.	BUS-INTEL-SW-STATUS	A	20	Business Intelligence Software Status	Enhanced – Plan Software
39.	ECOMMERCE	A	12	e-Commerce Status	Enhanced – eBusiness
40.	PLANECOMMERCE	A	3	Planned e-Commerce	Enhanced – Plan eBusiness
41.	WEBLOC	A	31	Location of Hosted e-Commerce Website	Enhanced – eBusiness
42.	TARGETAUDIENCE	A	15	Target Market for e-Commerce Offering	Enhanced – eBusiness
43.	EDI-DEVELOPMENT	A	16	EDI Development Platform	Enhanced – eBusiness
44.	BAACCT	A	3	Business Activity – Accounting	Standard
45.	BASALES	A	3	Business Activity – Sales	Standard
46.	BAMKTG	A	3	Business Activity – Marketing	Standard
47.	BAHR	A	3	Business Activity - Human Resources	Standard
48.	BACC	A	3	Business Activity - Call Center	Standard
49.	BACUST	A	3	Business Activity - Customer Service	Standard
50.	BAMANUF	A	3	Business Activity – Manufacturing	Standard
51.	BAENG	A	3	Business Activity – Engineering	Standard
52.	BAPURCH	A	3	Business Activity – Purchasing	Standard

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
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Software

BAACCT

Format: A3
 Description: Business Activity of Accounting performed at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Latin America
 Subscription: Standard

BASALES

Format: A3
 Description: Business Activity of Sales performed at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Latin America
 Subscription: Standard

BAMKTG

Format: A3
 Description: Business Activity of Marketing performed at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Latin America
 Subscription: Standard

BAHR

Format: A3
Description: Business Activity of Human Resources performed at site.
Value(s): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard

BACC

Format: A3
Description: Business Activity - Call Center on site.
Value(s): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard

BACUST

Format: A3
Description: Business Activity of Customer Service and Support performed at site.
Value(s): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard

BAMANUF

Format: A3
Description: Business Activity of Manufacturing performed at site.
Value(s): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard

BAENG

Format: A3

Description: Business Activity of Engineering performed at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Latin America
 Subscription: Standard

BAPURCH

Format: A3
 Description: Business Activity of Purchasing performed at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Latin America
 Subscription: Standard

BPM-FRAMEWORK

Format: A12
 Description: Status of BPM (Business Process Management) Framework used at site.
 Value(s): Deployed
 Not Deployed
 Geography: North America
 Europe
 Subscription: Enhanced - Software

BUS-INTEL-SW-STATUS

Format: A20
 Description: Status of Business Intelligence Software used at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Software

DATA-MGMT-SW-STATUS

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

Geography: North America
Europe
Subscription: Enhanced - Plan Software

DATAWAREHOUSE

Format: A12
Description: Location of Data Warehouse installation.
Value(s): Local
Remote
Unspecified
Geography: North America
Europe
Subscription: Enhanced - Software

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+
Geography: North America
Europe
Subscription: Enhanced - Software

DRECOVER-STATUS

Format: A20
Description: Status of Disaster Recovery Strategy at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Managed Services

ECOMMERCE

Format: A12

Description: Status of e-Commerce deployment.
 Value(s): Deployed
 Not Deployed
 Geography: North America
 Europe
 Subscription: Enhanced – eBusiness

EDI-DEVELOPMENT

Format: A16
 Description: EDI Development Platform.
 Value(s): Traditional Traditional EDI
 Web-Based Web-Based EDI
 XML XML
 Geography: North America
 Europe
 Subscription: Enhanced – eBusiness

ENT-SYS-SW-STATUS

Format: A20
 Description: Status of Enterprise & Systems Management Software used at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Systems & Servers

ENT-SW-STATUS

Format: A20
 Description: Status of Enterprise Application Software used at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Software

ERP-PRESENCE

Format: A3
 Description: Presence of ERP Software Suite at the site.
 Value(s): No
 Yes

Geography: North America
Europe
Subscription: Enhanced - Software

GRPWARE-SW-STATUS

Format: A20
Description: Status of Groupware Software used at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Software

HPW-OPR-STATUS

Format: A20
Description: Status of High Performance Workstation Operating Systems at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Personal Computing

HWMNT-STATUS

Format: A20
Description: Status of Hardware Maintenance vendor utilized at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Managed Services

HWSVCS-STATUS

Format: A20
Description: Status of Hardware Services vendor utilized at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Managed Services

IND-SPECIFIC-SW-STATUS

Format: A20
 Description: Status of Industry Specific Software used at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Software

INETSVCS-STATUS

Format: A20
 Description: Status of Internet Services vendor utilized at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Managed Services

ITSOURCE

Format: A12
 Description: Management of computers and systems at this site.
 Value(s): Internal On-Site Staff
 Outsourced Outsourced To Third-Party Service Provider
 Corporate Managed Remotely by Corporate Site
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Managed Services

LANSVCS-STATUS

Format: A20
 Description: Status of LAN Services vendor utilized at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Network Infrastructure

OPENSOURCE

Format: A3
Description: Open Source Software installed at site.
Value(s): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard - Software

PC-LINUX-STATUS

Format: A20
Description: Status of Personal Computing LINUX Operating System at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Personal Computing

PC-UNIX-STATUS

Format: A20
Description: Status of Personal Computing UNIX Operating System used at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Personal Computing

PLANBPM-FRAMEWORK

Format: A3
Description: BPM Framework planned at site.
Value(s): No
Yes
Geography: North America
Europe
Subscription: Enhanced - Plan Software

PLANDATAWAREHOUSE

Format: A3
Description: Data Warehouse planned at site.

Value(s): No
 Yes
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Software

PLANECOMMERCE

Format: A3
 Description: e-Commerce planned at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Subscription: Enhanced - Plan e-Business

PLANOPENSOURCE

Format: A3
 Description: Open Source Software planned at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Software

PLANWEBSERVICES

Format: A3
 Description: Web Services planned at site.
 Value(s): No
 Yes
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Software

RECID

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

SECURITY-SW-STATUS

Format: A20
Description: Status of Security Management Software used at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Network Infrastructure

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
Geography: North America
Europe
Latin America

STORAGE-SW-STATUS

Format: A20
Description: Status of Storage Management Software used at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Storage

SVR-COMP-SW-STATUS

Format: A20
Description: Status of Server Computing Software used at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Software

SVR-LINUX-STATUS

Format: A20
Description: Status of Server LINUX Operating System at site.
Value(s): Installed

Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Systems & Servers

SVR-OPR-STATUS

Format: A20
 Description: Status of Server Operating Systems at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Systems & Servers

SVR-UNIX-STATUS

Format: A20
 Description: Status of Server UNIX Operating System (non-PC) used at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Systems & Servers

SWUPDATE

Format: A6
 Description: Date site was last updated for Enterprise Software information (YYYYMM).
 Geography: North America
 Europe
 Subscription: Enhanced - Software

SWSVCS-STATUS

Format: A20
 Description: Status of Software Services vendor utilized at site.
 Value(s): Installed
 Planned
 Installed & Planned
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Managed Services

TARGETAUDIENCE

Format: A15
Description: Target Market for e-Commerce
Value(s): B to B
B to C
B to B & B to C
Geography: North America
Europe
Subscription: Enhanced – eBusiness

WANSVCS-STATUS

Format: A20
Description: Status of WAN Services utilized at site.
Value(s): Installed
Planned
Installed & Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Managed Services

WEBLOC

Format: A31
Description: Location of Hosted e-Commerce Website and Installed e-Commerce Hardware.
Value(s): Host Website at This Location
Host Website at Remote Location
Use a Co-Location Provider
Geography: North America
Europe
Subscription: Enhanced – eBusiness

WEBSERVICES

Format: A3
Description: Web Services installed at site.
Value(s): No
Yes
Geography: North America
Europe
Subscription: Enhanced - Software

WORKFLOW-SW-STATUS

Format: A20
Description: Status of Workflow Software used at site.

Value(s): Installed
 Planned
 Installed & Planned
Geography: North America
 Europe
Subscription: Enhanced – Plan Software



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. Like the other Site Summary tables, the Site Communications Summary Table provides several site totals, which provide a quick reference for site analysis.

Note: Geography and Subscription Requirements for each field are subject to change.

Layout for Table (V) – 85 Fields

FieldOrder	FieldName	Format	Length	Short Description	Subscription Requirement
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)	Enhanced – Com Equip/Network Svcs
4.	TELESYSPURCH	A	6	Voice Equip Purchasing Decisions	Standard
5.	LONGDISPURCH	A	6	Long Distance Purchasing Decisions	Standard
6.	NETPURCH	A	6	Network Facilities Purchasing Decisions	Standard
7.	TOTEXT	I	6	Total Phone Extensions	Standard
8.	PLANEXT	I	6	Total Planned Phone Extensions	Enhanced – Plan Com Equip
9.	CC-PRESENCE	A	3	Presence of a Call Center	Standard
10.	CALLCENTER	A	12	Status of Call Center	Standard
11.	TELECALLERS	I	6	Total Number of Call Center Agents	Enhanced – Com Equip
12.	PHONE-STATUS	A	20	Phone System Status	Enhanced – Plan Com Equip
13.	PHONE-SYS	A	11	Prevalent Phone System Manufacturer	Standard
14.	PHONE-SYS-PLAN	A	11	Planned Phone System Manufacturer	Standard
15.	PBX-STATUS	A	20	PBX Status for Site	Enhanced – Plan Com Equip
16.	CENTREX-STATUS	A	20	Centrex Status for Site	Enhanced – Plan Com Equip
17.	IP-PBX-STATUS	A	20	IP-PBX Status for Site	Enhanced – Plan Com Equip
18.	IP-CENTREX-STATUS	A	20	IP-Centrex Status for Site	Enhanced – Plan Com Equip
19.	KEY-STATUS	A	20	Key System Status for Site	Enhanced – Plan Com Equip
20.	SINGLNE-STATUS	A	20	Single-Line Phone Status for Site	Enhanced – Plan Com Equip
21.	REMOTE-PHN-STATUS	A	20	Remote Phone Sys Status for Site	Enhanced – Plan Com Equip
22.	UNSP-PHN-STATUS	A	20	Unspecified Phone Sys Status for Site	Enhanced – Plan Com Equip
23.	ACD-STATUS	A	20	ACD Status	Enhanced – Plan Com Equip
24.	IVR-PRESENCE	A	3	Presence of an IVR System	Enhanced – Com Equip
25.	PLANIVR	A	3	Interactive Voice Response System Plans	Enhanced – Plan Com Equip
26.	LDEXP	I	8	Monthly Long Distance Expenditures (\$)	Standard
27.	TOTDDD	I	6	Total Installed Direct Dial Lines	Standard
28.	PLANDDD	I	6	Total Planned Direct Dial Lines	Enhanced – Plan Network Svcs
29.	TOTISDN	I	6	Total Installed ISDN Lines	Standard
30.	PLANISDN	I	6	Total Planned ISDN Lines	Enhanced – Plan Network Svcs
31.	TOTT1	I	6	Total Installed T1 Lines	Standard
32.	PLANT1	I	6	Total Planned T1 Lines	Enhanced – Plan Network Svcs

33.	TOTT3	I	6	Total Installed T3 Lines	Standard
34.	PLANT3	I	6	Total Planned T3 Lines	Enhanced – Plan Network Svcs
35.	TOTXDSL	I	6	Total Installed xDSL Lines	Standard
36.	PLANXDSL	I	6	Total Planned xDSL Lines	Enhanced – Plan Network Svcs
37.	TOTOCX	I	6	Total Installed OCx Lines	Standard
38.	PLANOCX	I	6	Total Planned OCx Lines	Enhanced – Plan Network Svcs
39.	TOLLFREE-PRES	A	3	Presence of a Toll Free Number	Standard
40.	TOT800	I	6	Total Installed 800/WATS Lines	Standard
41.	TOTTIE	I	6	Total Installed Tie Trunk Lines	Standard
42.	CELL-STATUS	A	20	Company Provided Cellular Service Status	Enhanced – Plan Network Svcs
43.	COMPANYCELL	A	31	Provision of Cellular Service	Standard
44.	TOTCELL	I	6	Total # of Employees Provided Cellular Service	Enhanced – Network Services
45.	CELL-EXPENSE	I	8	Monthly Cellular Service Expenditure	Enhanced – Network Services
46.	CELL-DATASERVICE	A	12	Cellular Data Service Included	Enhanced – Network Services
47.	AVC-PRESENCE	A	3	Presence of Audio/Video Conferencing Service	Enhanced – Network Services
48.	AVC-SERVICE	A	14	Type of Audio/Video Conferencing Service	Enhanced – Network Services
49.	PLANAVC	A	3	Planned Audio/Video Conferencing Service	Enhanced – Plan Network Svcs
50.	ATM-STATUS	A	20	ATM Status	Enhanced – Plan Network Svcs
51.	FRAME-STATUS	A	20	Frame Relay Status	Enhanced – Plan Network Svcs
52.	SONET-STATUS	A	20	SONET Status	Enhanced – Plan Network Svcs
53.	MPLS-STATUS	A	20	MPLS Status	Enhanced – Plan Network Svcs
54.	HOST-FLAG	A	23	Site Identified as WAN Host or Remote Location	Standard
55.	HOST-REMOTES	I	6	Number of Remote Locations Communicating to Host	Standard
56.	REMOTES	I	6	Total Remote Data Communications Sites	Standard
57.	REMOTES-IN-CNTRY	I	6	Remote Locations in Country	Standard
58.	REMOTESINTL	I	6	International Remote Sites	Standard
59.	VPN-STATUS	A	20	Virtual Private Network Status	Enhanced – Plan Network Svcs
60.	PLANMOVE	A	3	Planned Move or Renovation	Enhanced – Plan Network Svcs
61.	VIP-PRESENCE	A	3	Presence of Voice Over IP	Standard
62.	VIP-STATUS	A	20	Voice Over IP Status	Enhanced – Plan Network Svcs
63.	COS-USAGE	A	3	Usage of Class of Service	Enhanced – Network Services
64.	SINGLESIGNON	A	12	Usage of Single Sign-on Capability	Enhanced – Network Infrastructure
65.	PATCHDEPLOYMENT	A	18	Software Patch Deployment Process	Enhanced – Network Infrastructure
66.	NETDIR-PRESENCE	A	3	Presence of Network Directory Software	Enhanced – Network Infrastructure
67.	FIREWALL	A	12	Network Firewall	Enhanced – Network Infrastructure
68.	FIREWALL-MGMT	A	18	Network Firewall Management	Enhanced – Network Infrastructure
69.	PLANFIREWALL	A	3	Planned Networks Firewall	Enhanced – Plan Ntwrk Infrastructure
70.	IDS	A	12	Intrusion Detection System	Enhanced – Network Infrastructure
71.	IDS-MGMT	A	18	Intrusion Detection System Management	Enhanced – Network Infrastructure
72.	PLANIDS	A	3	Planned Intrusion Detection System	Enhanced – Plan Ntwrk Infrastructure
73.	IPS	A	12	Intrusion Prevention System	Enhanced – Network Infrastructure
74.	IPS-MGMT	A	18	Intrusion Prevention System Management	Enhanced – Network Infrastructure
75.	PLANIPS	A	3	Planned Intrusion Prevention System	Enhanced – Plan Ntwrk Infrastructure
76.	INETUSER	A	16	Total Internet Users at Site (Employees)	Standard
77.	INETACCESS	A	16	Internet Access Technology	Standard

78.	LANSW-PRESENCE	A	3	Presence of a LAN Switch	Standard
79.	TOTLANSW	I	6	Total Installed LAN Switches	Enhanced – Network Infrastructure
80.	PLANLANSW	I	6	Total Planned LAN Switches	Enhanced - Plan Ntwrk Infrastructure
81.	ROUTER-PRESENCE	A	3	Presence of a LAN Router	Standard
82.	TOTROUTER	I	6	Total Installed LAN Routers	Enhanced – Network Infrastructure
83.	PLANROUTER	I	6	Total Planned LAN Routers	Enhanced - Plan Ntwrk Infrastructure
84.	LEASE-RTRLANSW	A	3	Router and/or LAN Switch Lease Status	Standard
85.	HIGHSPEED-PRESENCE	A	3	Presence of High Speed Technology	Enhanced – Network Infrastructure

Field Descriptions - Alphabetical Listing

ACD -STATUS

Format: A20
Description: Status of ACD (Automated Call Distributor) utilized at site.
Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Communications Equipment

ATM-STATUS

Format: A20
Description: Status of ATM utilized at site.
Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services

AVC-PRESENCE

Format: A3
Description: Presence of Network Audio/Visual Conferencing Service at site.
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Network Services

AVC-SERVICE

Format: A14
Description: Types of Network Audio/Visual Conferencing services
Value(s): Audio
Visual
Audio & Visual
Geography: North America
Europe
Subscription: Enhanced - Network Services

CALLCENTER

Format: A12
Description: Status of Call Center at site.
Value(s): Inbound
Outbound
Inbnd-Outbnd
No
Geography: North America
Europe
Latin America
Subscription: Standard - Communications Equipment

CC-PRESENCE

Format: A3
Description: Presence of Call Center
Value(s): Yes
No
Geography: North America
Europe
Latin America
Subscription: Standard - Communications Equipment

CELL-DATASERVICE

Format: A12
Description: Presence of Cellular Data Services
Value(s): Included
Not Included
Geography: North America
Europe
Subscription: Enhanced - Network Services

CELL-EXPENSE

Format: I8
Description: Monthly Cellular Service Expenditure
Geography: North America
Europe
Subscription: Enhanced - Network Services

CELL-STATUS

Format: A20
Description: Status of Company Provided Cell Phones
Value(s): Installed & Planned

Installed
Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Network Services

CENTREX-STATUS

Format: A20
Description: Status of CENTREX system utilized at site.
Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Communications Equipment

COMMDATE

Format: A6
Description: Date site was last interviewed for Communications data – YYYYMM.
Geography: North America
Europe
Subscription: Enhanced – Communications Equipment , Network Services, Network Infrastructure

COMPANYCELL

Format: A31
Description: Provision of Cellular Service
Value(s): Company Provided
Reimbursed
Provided & Reimbursed
Neither Provided Nor Reimbursed
Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

COS-USAGE

Format: A3
Description: Class of Service Usage
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Network Services

FIREWALL

Format: A12
 Description: Network Firewall
 Value(s): Deployed
 Not Deployed
 Geography: North America
 Europe
 Subscription: Enhanced - Network Infrastructure

FIREWALL-MGMT

Format: A18
 Description: Network Firewall Management
 Value(s): Commercial Service Outsource To a Commercial Service Provider
 Internally Manage Disaster Recovery Strategy In-House
 Geography: North America
 Europe
 Subscription: Enhanced - Network Infrastructure

FRAME-STATUS

Format: A20
 Description: Status of Frame Relay utilized at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America
 Europe
 Subscription: Enhanced – Plan Network Services

HIGHSPEED-PRESENCE

Format: A3
 Description: Presence of High Speed LAN Technology
 Value(s): Yes
 No
 Geography: North America
 Europe
 Subscription: Enhanced - Network Infrastructure

HOST-FLAG

Format: A23
 Description: Site identified as Host or Remote location on a WAN.
 Value(s): Host
 Remote

Both Host and Remote
 Unspecified
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Network Services

HOST- REMOTES

Format: I6
 Description: Number of Remote locations communicating to Host.
 Geography: North America
 Latin America
 Subscription: Standard - Network Services

IDS

Format: A12
 Description: Intrusion Detection System
 Value(s): Deployed
 Not Deployed
 Geography: North America
 Europe
 Subscription: Enhanced - Network Infrastructure

IDS-MGMT

Format: A18
 Description: Intrusion Detection System Management
 Value(s): Commercial Service Outsource To a Commercial Service Provider
 Internally Manage Disaster Recovery Strategy In-House
 Geography: North America
 Europe
 Subscription: Enhanced - Network Infrastructure

INETACCESS

Format: A16
 Description: Prevalent Internet access technology used at site.
 Value(s): Dial-Up
 ISDN
 T1/T3
 Cable
 xDSL
 Wireless
 Corporate WAN

Other
 Unspecified
 No Answer
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - e-Business

INETUSER

Format: A16
 Description: Number of employee Internet users at site.
 Value(s): 0
 1-4
 5-9
 10-24
 25-49
 50-99
 100-249
 250-499
 500-999
 1000 or more
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - e-Business

IP-CENTREX-STATUS

Format: A20
 Description: Status of IP-CENTREX utilized at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Communications Equipment

IP-PBX-STATUS

Format: A20
 Description: Status of IP-PBX utilized at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America

Europe
Subscription: Enhanced - Plan Communications Equipment

IPS

Format: A12
Description: Intrusion Prevention System
Value(s): Deployed
Not Deployed
Geography: North America
Europe
Subscription: Enhanced - Network Infrastructure

IPS-MGMT

Format: A18
Description: Intrusion Prevention System Management
Value(s): Commercial Service Outsource To a Commercial Service Provider
Internally Manage Disaster Recovery Strategy In-House
Geography: North America
Europe
Subscription: Enhanced - Network Infrastructure

IVR-PRESENCE

Format: A3
Description: Presence of an IVR (Interactive Voice Response) System at site.
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Communications Equipment

KEY-STATUS

Format: A20
Description: Status of Key System utilized at site.
Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Communications Equipment

LANSW-PRESENCE

Format: A3

Description: Presence of LAN Switch
 Value(s): No
 Yes
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Network Infrastructure

LDEXP

Format: I8
 Description: Monthly Long Distance Expenditures.
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Network Services

LEASE-RTRLANSW

Format: A3
 Description: Lease Status of Routers and/or LAN Switches
 Value(s): No
 Yes
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Network Infrastructure

LONGDISPURCH

Format: A6
 Description: Location of Long Distance Purchasing Decision Makers.
 Value(s): Local Decisions Made Locally
 Parent Decisions Made at Parent Organization
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Network Services

MPLS-STATUS

Format: A20
 Description: Status of MPLS utilization at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America

Europe
Subscription: Enhanced - Plan Network Services

NETDIR-PRESENCE

Format: A3
Description: Presence of Network Directory Software
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Network Infrastructure

NETPURCH

Format: A6
Description: Location of Network Facilities Purchasing Decision Makers.
Value(s): Local Decisions Made Locally
Parent Decisions Made at Parent
Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

PATCHDEPLOYMENT

Format: A18
Description: Software Patch Deployment Method.
Value(s): Automated
Manual
Automated & Manual
Geography: North America
Europe
Subscription: Enhanced – Network Infrastructure

PBX-STATUS

Format: A20
Description: Status of PBX System utilized at site.
Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced – Plan Communications Equipment

PHONE-STATUS

Format: A20
 Description: Status of Phone System utilized at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Plan Communications Equipment

PHONE-SYS

Format: A11
 Description: Manufacturer of the Installed Phone System (Key System, PBX, etc.)
 Value(s): Manufacturer Name (i.e., Avaya, Panasonic, etc.)
 Geography: North America
 Europe
 Latin America
 Subscription: Standard – Communications Equipment

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.)
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Plan Communications Equipment

PLANAVC

Format: A3
 Description: Planning Network Audio/Visual Conferencing
 Value(s): Yes
 No
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Network Services

PLANDDD

Format: I6
 Description: Planned Dial Lines at site.
 Geography: North America

Europe
Subscription: Enhanced - Plan Network Services

PLANEXT

Format: I6
Description: Planned Phone Extensions at site.
Geography: North America
Europe
Subscription: Enhanced - Plan Communications Equipment

PLANFIREWALL

Format: A3
Description: Planning a Network Firewall
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Plan Network Infrastructure

PLANIDS

Format: A3
Description: Planning an Intrusion Detection System
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Plan Network Infrastructure

PLANIPS

Format: A3
Description: Planning an Intrusion Prevention System
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Plan Network Infrastructure

PLANISDN

Format: I6
Description: Planned ISDN Lines at site.
Geography: North America
Europe

Subscription: Enhanced – Plan Network Services

PLANIVR

Format: A3
Description: Planning an Interactive Voice Response System
Value(s): Yes
No
Geography: North America
Europe
Subscription: Enhanced - Plan Communications Equipment

PLANLANSW

Format: I6
Description: Total planned LAN Switches at site.
Geography: North America
Europe
Subscription: Enhanced – Plan Network Infrastructure

PLANMOVE

Format: A3
Description: Planned Move or Renovation at site involving at least 5% of site employees.
Value(s): No
Yes
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services

PLANOCX

Format: I6
Description: Planned Optical Carrier (OCx) Lines at site.
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services

PLANROUTER

Format: I6
Description: Total planned LAN Routers at site.
Geography: North America
Europe
Subscription: Enhanced - Plan Network Infrastructure

PLANT1

Format: I6
Description: Planned T1 Lines at site.
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services

PLANT3

Format: I6
Description: Planned T3 Lines at site.
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services

PLANXDSL

Format: I6
Description: Planned xDSL Lines at site.
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services

RECID

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

REMOTE-PHN-STATUS

Format: A20
Description: Status of Remote Phone System utilized at site.
Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Communications Equipment

REMOTES

Format: I6
Description: Total remote data communications locations connected via WAN.

Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

REMOTES-IN-CNTRY

Format: I6
Description: Remote data communication locations connected via WAN - in country.
Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

REMOTESINTL

Format: I6
Description: Remote data communication locations connected via WAN – outside country.
Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

ROUTER-PRESENCE

Format: A3
Description: Presence of LAN Router
Value(s): No
Yes
Geography: North America
Europe
Latin America
Subscription: Standard - Network Infrastructure

SINGLESIGNON

Format: A12
Description: Network Single Sign-On Capabilities at site.
Value(s): Deployed
Not Deployed
Geography: North America
Europe
Subscription: Enhanced – Network Infrastructure

SINGLNE-STATUS

Format: A20

Description: Status of Single Line Phone System utilized at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Communications Equipment

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.
 Geography: North America
 Europe
 Latin America

SONET -STATUS

Format: A20
 Description: Status of SONET utilized at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Network Services

TELECALLERS

Format: I6
 Description: Number of Call Center agents at site.
 Geography: North America
 Europe
 Subscription: Enhanced - Communication Equipment

TELESYSPURCH

Format: A6
 Description: Location of Telecommunications Equipment Purchase Decision Makers.
 Value(s): Local Decisions Made Locally
 Parent Decisions Made at Parent Organization
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Communication Equipment

TOLLFREE-PRES

Format: A3
Description: Presence of a Toll Free number (i.e., 800, 888, 877, 866 and 855 numbers).
Value(s): Yes
No
Geography: North America
Europe
Latin America
Subscription: Basic / Standard - Network Services

TOT800

Format: I6
Description: Total Number of 800/WATS Lines at Site.
Geography: North America
Europe
Latin America
Subscription: Standard – Network Services

TOTCELL

Format: I6
Description: Total number of employees provided with Cellular Service
Geography: North America
Europe
Subscription: Enhanced - Network Services

TOTDDD

Format: I6
Description: Total Installed Direct Dial Lines.
Geography: North America
Europe
Latin America
Subscription: Standard – Network Services

TOTEXT

Format: I6
Description: Total installed Extensions on all phone systems at site.
Geography: North America
Europe
Latin America
Subscription: Standard - Communications Equipment

TOTISDN

Format: I6
Description: Total number of installed ISDN lines at site.
Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

TOTLANSW

Format: I6
Description: Total installed LAN Switches at site.
Geography: North America
Europe
Subscription: Enhanced – Network Infrastructure

TOTOCX

Format: I6
Description: Total number of installed Optical Carrier (OCx) lines at site.
Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

TOTROUTER

Format: I6
Description: Total installed LAN Routers at site.
Geography: North America
Europe
Subscription: Enhanced - Network Infrastructure

TOTT1

Format: I6
Description: Total Installed T1 Lines.
Geography: North America
Europe
Latin America
Subscription: Standard - Network Services

TOTT3

Format: I6
Description: Total Installed T3 Lines.
Geography: North America

Europe
 Latin America
 Subscription: Standard - Network Services

TOTTIE

Format: I6
 Description: Total Installed Tie Trunk Lines.
 Geography: North America
 Europe
 Subscription: Enhanced - Network Services

TOTXDSL

Format: I6
 Description: Total Installed xDSL Lines.
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Network Services

UNSP-PHN-STATUS

Format: A20
 Description: Status of Unspecified Phone System utilized at site.
 Value(s): Installed & Planned
 Installed
 Planned
 Geography: North America
 Europe
 Subscription: Enhanced - Plan Communications Equipment

VIP-PRESENCE

Format: A3
 Description: Presence of Voice over IP utilized at site.
 Value(s): Yes
 No
 Geography: North America
 Europe
 Latin America
 Subscription: Standard - Network Services

VIP-STATUS

Format: A20
 Description: Status of Voice over IP utilized at site.

Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services

VPN-STATUS

Format: A20
Description: Status of Virtual Private Network utilized at site.
Value(s): Installed & Planned
Installed
Planned
Geography: North America
Europe
Subscription: Enhanced - Plan Network Services



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) – 25 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.	HONORIFIC-TITLE	A	30	Honorific Title (European Data Only)
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	Business Card Title (North America & Latin America Data Only)
11.	COMPANY	A	75	Company Name
12.	ADDRESS	A	40	House / Industrial Name – First Address Line (European Data Only)
13.	STREET	A	40	Physical Street Address 1
14.	STREET2	A	40	Physical Street Address 2 (European & Latin American Data Only)
15.	COUNTY-PROVINCE	A	20	County / Province Name (European Data Only)
16.	CITY	A	34	City / Town
17.	STATE	A	2	State
18.	ZIPCODE	A	10	ZIP / Postal Code
19.	COUNTRY	A	14	Country
20.	COUNTRY-CODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
21.	PHONE	A	20	Phone
22.	FUNCTIONS	A	64	Functions
23.	CONSOURCE	I	9	Reserved
24.	LANGUAGE-CODE	A	3	Language Spoken (European Data Only)
25.	EUROPE-SITEID	I	6	Alternate Harte-Hanks ID Number (European Data Only)

Field Descriptions - Alphabetical Listing

ADDRESS

Format: A40

Description: First Line of Address Field – House/Industrial Name (European Data Only)

CITY

Format: A34

Description: City where site is located.

COMPANY

Format: A75

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
SK	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

HONORIFIC-TITLE

Format: A30

Description: Honorific Title of Contact. (e.g. Dr. Sir, Lord, etc.) (European Data Only)

LANGUAGE-CODE

Format: A3

Description: Language Spoken. (European Data Only)

LAST

Format: A25

Description: Contact's Last Name.

MIDDLE

Format: A20

Description: Contact's Middle Name.

PHONE

Format: A20

Description: Phone Number - AREACODE + Number for U.S. and Canada. Europe - in Country Phone Number Only
– No Country Code.

PREFIX

Format: A10

Description: Prefix to Contact's Name. (e.g., Mr., Ms., Mrs. 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
NL	Newfoundland
NS	Nova Scotia
NT	Northwest Territory
ON	Ontario
PE	Prince Edward IS
QC	Quebec
SK	Saskatchewan
YU	Yukon

United States

AK	Alaska
AL	Alabama
AR	Arkansas
AZ	Arizona
CA	California
CO	Colorado
CT	Connecticut
DC	Washington DC
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: A40

Description: Site's Physical Street Address 1.

STREET2

Format: A40

Description: Site's Physical Street Address 2. (European and Latin American Data Only)

SUFFIX

Format: A3

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

TITLE

Format: A30

Description: Business Card Title of Contact. (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 40 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) – 39 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OP – Enterprise Record
2.	CORPID	A	5	Enterprise ID – Harte-Hanks Assigned
3.	EUROPE-CORPID	A	6	Alternate Enterprise ID- Harte-Hanks Assigned
4.	CCOMPANY	A	75	Enterprise Company Name
5.	CCOMPANYDBA	A	75	Alternate Enterprise Name – Doing Business As
6.	CADDRESS	A	40	House / Industrial Name – First Address Line (European Data Only)
7.	CSTREET	A	40	Physical Street Address 1
8.	CSTREET2	A	40	Physical Street Address 2 (European & Latin American Data Only)
9.	CCITY	A	34	City / Town
10.	CSTATE	A	2	State
11.	CZIPCODE	A	10	ZIP / Postal Code
12.	CCOUNTRY	A	14	Country
13.	CCOUNTRYCODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
14.	CPHONE	A	20	Phone
15.	CORP-TICKER	A	5	Ticker Symbol
16.	EXCHANGE	A	5	Listing Stock Exchange
17.	CORPTYPE	A	12	Type
18.	RANK	I	4	Rank
19.	CORPEMPLE	I	9	Employees
20.	SALES	I	9	Sales (in Millions of Dollars)
21.	CYEAR	A	4	Year of Financial Information
22.	CFISCL	A	3	Ending Month of Fiscal Year
23.	CSICCODE	A	4	SIC Code
24.	CNAICS	A	6	NAICS Code
25.	CNAICS-3DESC	A	50	3-Digit NAICS Code Description
26.	CNAICS-6DESC	A	50	6-Digit NAICS Code Description
27.	CSITES	I	6	Total North American TDB Sites Linked
28.	CTOTSITES	I	6	Total North American & European TDB Sites Linked
29.	CENHSITES	I	6	Total Enhanced (North American) Sites Linked
30.	CMETRO	A	3	Metro Code

31.	CMAJMETRO	A	3	Major Metro Code
32.	ALTTYPE	A	12	Alternate Type for Non-Fortune Corps
33.	ALTRANK	I	4	Alternate Rank (Forbes Rank if Both Fortune and Forbes)
34.	CDUNSI	A	9	Enterprise DUNS Reference Number
35.	CINFOUSA	A	9	Enterprise InfoUSA (ABI) Reference Number
36.	CSIC2-DESC	A	50	Description of 2-Digit SIC Key
37.	CORPHPURL	A	50	URL Address of Enterprise Home Page
38.	CTOTBRANCH	I	6	Total N American CiTDB Branch Sites for Enterprise
39.	CTOTDIVHQ	I	6	Total N American CiTDB Divisional HQ Sites for Enterprise

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

CADDRESS

Format: A40
Description: First Line of Address Field – House/Industrial Name (European Data Only)

CCITY

Format: A34
Description: Name of Enterprise City / Town.

CCOMPANY

Format: A75
Description: Name of Enterprise.
Related: CORPID

CCOMPANYDBA

Format: A75
Description: Alternate Name of Enterprise – "Doing Business As" (Currently European Data Only. For NA Data - Reserved For Future Use)

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
	SK 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: A50

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: A40

Description: Street for Enterprise.

CSTREET2

Format: A40

Description: Site's Physical Street Address 2. (European and Latin America Data Only)

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.

EUROPE-CORPID

Format: A6

Description: Alternate Harte-Hanks Assigned Code Providing Linkage to the Parent Enterprise. (European Data Only)

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 a site's parent organization (examples of these enterprises are corporations, government agencies, university systems). Enterprise technology totals are derived from 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 from 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 40 on the Site Description Table). This is a one-to-many relationship; that is, one enterprise record can have many site records referring to the enterprise.

Layout for Table (E) – 43 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	I	12	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.	CTOTT3	I	6	Total Installed T3 Lines in Enterprise
21.	CTOTOCX	I	6	Total Installed OCx Lines in Enterprise
22.	CTOTXDSL	I	6	Total Installed xDSL Lines in Enterprise
23.	CTOTISDN	I	6	Total Installed ISDN Lines in Enterprise
24.	CTOTLDEXP	I	12	Total Monthly LD Expense in Enterprise
25.	CPLANPHONE	I	6	Total Planned Phone Systems in Enterprise
26.	CTOT800	I	6	Total Installed 800/WATS Lines in Enterprise
27.	CTOTTIE	I	6	Total Installed Tie Trunk Lines in Enterprise

28.	CTOTUPS	I	6	Total Installed UPS Systems in Enterprise
29.	CTOTPRT	I	6	Total Installed Printers in Enterprise
30.	CPLANPRT	I	6	Total Planned Printers in Enterprise
31.	CTOTPRODPRT	I	6	Total Installed Production Printers in Enterprise
32.	CTOTCOLORPRT	I	6	Total Installed Color Printers in Enterprise
33.	CTOTLASERPRT	I	6	Total Installed Laser Printers in Enterprise
34.	CTOTINKJETPRT	I	6	Total Installed Ink Jet Printers in Enterprise
35.	CTOTDOTMATRIXPRT	I	6	Total Installed Dot Matrix Printers in Enterprise
36.	CTOTWIDEFORMPRT	I	6	Total Installed Wide Format Printers in Enterprise
37.	CTOTMULTIPRT	I	6	Total Installed Multi-Function Printers in Enterprise
38.	CTOTCOPIER	I	6	Total Installed Network Copiers in Enterprise
39.	CTOTNODES	I	6	Total LAN Nodes in Enterprise
40.	CTOTWIRELESS-USERS	I	6	Total Current Wireless LAN Users in Enterprise
41.	CPLANWIRELESS-USERS	I	6	Total Planned Wireless LAN Users in Enterprise
42.	CTOTROUTER	I	6	Total Installed Routers in Enterprise
43.	CTOTLANSW	I	6	Total Installed LAN Switches in Enterprise

Field Descriptions - Alphabetical Listing

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.

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.

CTOTOCX

Format: I6
Description: Total installed OCx Lines 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: I12

Description: Minimum Storage Capacity in Enterprise (in GB).

CTOTT1

Format: I6

Description: Total installed T1 Lines in Enterprise.

CTOTT3

Format: I6

Description: Total installed T3 Lines in Enterprise.

CTOTTIE

Format: I6

Description: Total installed Tie 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.

CTOTXDSL

Format: I6

Description: Total installed xDSL Lines 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 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 (Field 2 in Enterprise Table (P)). 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) – 21 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	ON - Corporate Contact Record
2.	CORPID	I	5	Enterprise ID – Harte-Hanks Assigned
3.	CORPCONID	A	6	Corporate Contact – ID
4.	HONORIFIC-TITLE	A	30	Honorific Title (European Data Only)
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	Business Card Title
11.	CCOMPANY	A	75	Company Name
12.	CADDRESS	A	40	House / Industrial Name – First Address Line (European Data Only)
13.	CSTREET	A	40	Physical Street Address 1
14.	CSTREET2	A	40	Physical Street Address 2 (European & Latin American Data Only)
15.	CCITY	A	34	City / Town
16.	CSTATE	A	2	State
17.	CZIPCODE	A	10	ZIP / Postal Code
18.	CCOUNTRY	A	14	Country
19.	CCOUNTRYCODE	A	2	2-Letter Standard Country Code (ISO 3166-1)
20.	CPHONE	A	20	Phone
21.	FUNCTIONS	A	24	Functions

Field Descriptions - Alphabetical Listing

CADDRESS

Format: A40

Description: First Line of Address Field – House/Industrial Name (European Data Only)

CCITY

Format: A34

Description: Contact's City.

CCOMPANY

Format: A75

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
SK	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: Standard 2-letter State/Province abbreviation for U.S. and Canada.
Value(s):

Canada

AB	Alberta
BC	British Columbia
MB	Manitoba
NL	Newfoundland
NS	Nova Scotia
NT	Northwest Territory
ON	Ontario
PE	Prince Edward IS
QC	Quebec
SK	Saskatchewan
YU	Yukon

United States

AK	Alaska
AL	Alabama
AR	Arkansas
AZ	Arizona
CA	California
CO	Colorado
CT	Connecticut
DC	Washington DC
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

CSTREET

Format: A40

Description: Contact's Physical Street Address1.

CSTREET2

Format: A40

Description: Contact's Physical Street Address2. (European and Latin America Data Only)

CZIPCODE

Format: A10

Description: Contact's ZIP / Postal 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

HONORIFIC-TITLE

Format: A30
 Description: Honorific Title of Contact. (e.g. Dr. Sir, Lord, etc.) (European Data Only)

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. etc.)

RECID

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

Value(s):	ON	Corporate Contact Record
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SUFFIX

Format: A3
 Description: Suffix to Contact's Name. (e.g., Jr., Sr., III, etc.)

TITLE

Format: A30

Description: Business Card 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) – 24 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.	ESTPRINTER	I	8	Modeled Estimate of Total Printers
13.	ESTPRODPRNT	I	8	Modeled Estimate of Total Production Printers
14.	ESTTSTOR	I	8	Modeled Estimate of Total Storage Capacity at Site
15.	ESTEXT	I	8	Modeled Estimate of Total Phone Extensions
16.	ESTDDD	I	8	Modeled Estimate of Total Dial Lines
17.	ESTISDN	I	8	Modeled Estimate of Total ISDN Lines
18.	ESTT1	I	8	Modeled Estimate of Total T1 Lines
19.	ESTT3	I	8	Modeled Estimate of Total T3 Lines
20.	ESTLDEXP	I	8	Modeled Estimate of Monthly Long Distance Expense (\$)
21.	ESTBROAD-PRESENCE	A	3	Modeled Presence of Broadband Connection
22.	ESTWAN-PRESENCE	A	3	Modeled Presence of a Wide Area Network
23.	ESTWIRELESS-USERS	I	8	Modeled Estimate of Wireless LAN Users
24.	EST800	I	8	Modeled Estimate of Total 800 Lines



Summary Product Table

The Summary Product Table contains information on the main products and services collected at the site. The exact contents of each field can vary depending on the SQID (Summary Question ID, field 3). Also included in this section are expected values for each SQID which provide the content level collected for each (i.e. MANUF only vs MANUF and MODEL).

Each SQID is identified as either “Summary” or “Primary” which defines its relationship with the related Site tables (Site Description (Table S), Site Computing (Table G), Site Communications (Table V), etc.). “Summary” SQIDs have a “many-to-one” relationship between the “Summary” QIDs and the site tables, whereas, “Primary” SQIDs have a “one-to-one” relationship.

Examples of SQID products are Primary Desktop Vendor or Top 2 Long Distance Carriers. For “Summary” records, 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.

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 and Primary Product Records. "Primary" is defined as one vendor record per QID. "Summary" is defined by two or three vendor records per QID.

Value(s):	SACCT	Summary Accounting Software
	SCCELL	Primary Cellular Service Provider
	SCRM	Summary CRM Software
	SDBMS	Summary DBMS Products
	SDESK	Primary Desktop Manufacturers
	SGRPW	Summary Groupware Software
	SLDC	Primary Long Distance Carrier
	SLIN	Summary Network Line Carriers
	SLNG	Summary Languages
	SOPR	Summary Non-PC Operating Systems

SPBX	Primary Phone System Manufacturers
SPORT	Primary Portable PC Manufacturers
SSTOR	Summary 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: SCELL – CELLULAR SERVICE PROVIDER

SMANUF:	*	Valid Cellular Service Provider
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SQID: SDBMS - DBMS SOFTWARE PRODUCTS

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

SQID: SDESK - DESKTOP MANUFACTURER

SMANUF:	*	Valid PC Manufacturer
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SQID: SGRPW - GROUPWARE SOFTWARE PRODUCTS

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

SQID: SLDC - LONG DISTANCE CARRIER

SMANUF:	*	Valid Long Distance Carrier
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SQID: SLIN - LINE CARRIERS

SMANUF:	*	Valid Line Carrier
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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) Platform Supported for CPU.
Values: UXXXXXXX First Digit – U = Unix Operating System Compatible (Excluding Linux)
 XWXXXXXX Second Digit – W = Windows Operating System Compatible
 XXOXXXXX Third Digit – O = Other Operating System Compatible
 XXXLXXXX Fourth Digit – L = Linux Operating System Compatible

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

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' 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 – Harte-Hanks 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.

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

	XXXXX00000	Five Digit Fraction of Degree Longitude
-	West	
	X000XXXXXX	Three Digit Degrees Longitude
	XXXXX00000	Five Digit Fraction of Degree Longitude
Blank	East	
	X000XXXXXX	Three Digit Degrees Longitude
	XXXXX00000	Five Digit Fraction of Degree Longitude
Related:	ZIPLONG	

MSAPOPL

Format: A1
 Description: MSA Population Code.
 Value(s): A 1 million+
 B 250,000 - 1 million
 C 100,000 - 250,000
 D Less than 100,000

RBOC

Format: A3
 Description: RBOC Region Where Site is Located - for USA Sites.
 Value(s): ATT AT&T
 BSO Bell South
 QWS Qwest
 VZN Verizon

RECID

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

SITEID

Format: I9
 Description: 000000000 - Unique Nine-Digit Site ID Assigned by Harte-Hanks.
 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.
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 Networks (including Local and Wide Area Networks) and PCs. This algorithm would then assign a score to each site in the database based on its Network 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 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.	USERFIELDDDESC	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.

USERFIELDDDESC

Format: A255

Description: User Field Description.



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 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 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) – 55 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OJ – Site Technology Trend Table Record ID
2.	SITEID	I	9	Site ID – 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.	TIMETOTROUTER	I	4	Time Trend - Total Routers (%)
21.	TIMETOTLANSW	I	4	Time Trend - Total LAN Switches (%)
22.	TIMEACCESSPOINTS	I	4	Time Trend -Number of Wireless LAN Access Points (%)
23.	TIMEWIRELESS-USERS	I	4	Time Trend -Number of Wireless LAN Users (%)
24.	TIMETOTEXT	I	4	Time Trend -Total Phone Extensions (%)
25.	TIMELDEXP	I	4	Time Trend -Monthly Long Distance Expenditures (%)
26.	TIMETOTDDD	I	4	Time Trend -Total Direct Dial Lines (%)
27.	TIMETOT800	I	4	Time Trend -Total Installed 800/WATS Lines (%)
28.	TIMETOTTIE	I	4	Time Trend - Total Installed Tie/Trunk Lines (%)

29.	TIMETOTISDN	I	4	Time Trend -Total Installed ISDN Lines (%)
30.	TIMETOTT1	I	4	Time Trend -Total Installed T1 Lines (%)
31.	TIMETOTT3	I	4	Time Trend -Total Installed T3 Lines (%)
32.	TIMETOTXDSL	I	4	Time Trend -Total xDSL Lines (%)
33.	TIMETOTOCX	I	4	Time Trend - Total OCx Lines (%)
34.	TIMETOTCELL	I	4	Time Trend - Total Cellular Phones (%)
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.	INDTOTPC	I	4	Industry Comparison -Total Personal Computers (%)
39.	INDTOTPORT	I	4	Industry Comparison -Total Portable 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.	INDWIRELESS-USERS	I	4	Industry Comparison -Total Number Wireless LAN Users (%)
49.	INDTOTEXT	I	4	Industry Comparison -Total Phone Extensions (%)
50.	INDLDEXP	I	4	Industry Comparison -Total Monthly Long Distance Exp (%)
51.	INDTOTDDD	I	4	Industry Comparison -Total Direct Dial Lines (%)
52.	INDTOT800	I	4	Industry Comparison -Total Installed 800 Lines (%)
53.	INDTOTISDN	I	4	Industry Comparison -Total Installed ISDN Lines (%)
54.	INDTOTT1	I	4	Industry Comparison -Total Installed T1 Lines (%)
55.	INDTOTT3	I	4	Industry Comparison -Total Installed T3 Lines (%)
56.	PLAN50000	A	1	Total Planned Purchases Greater than \$50,000

Field Descriptions - Alphabetical Listing

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%)

INDTOT800

Format: I4
Description: Industry Comparison -Total Installed 800 Lines (%)
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%)

INDTOTLANSW

Format: I4
Description: Industry Comparison -Total LAN Switches (%)
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%)

INDTOTPORT

Format: I4
Description: Industry Comparison -Total Personal Portable 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%)

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%)

INDTOTT1

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

INDTOTT3

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%)

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

TIMETOTCELL

Format: I4
Description: Time Trend -Total Cellular Phones (%)
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%)

TIMETOTDDD

Format: I4
Description: Time Trend -Total Direct Dial 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%)

TIMETOTIBMPCM

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%)

TIMETOTLANSW

Format: I4
Description: Time Trend -Total LAN Switches (%)
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%)

TIMETOTOCX

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

TIMETOTROUTER

Format: I4
Description: Time Trend -Total Routers (%)
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%)

TIMETOTTIE

Format: I4
Description: Time Trend -Total Installed Tie/Trunk 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
Desc:	Integrated	Integrated with CRM Software
	Not Integrated	Not Integrated with CRM Software
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
Qty2:	*	Number of ACD Agents Supported

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

Class:	AUX	Auxiliary Storage (Disk, Tape Libraries, NAS, SAN)
Manuf:	*	Valid Manufacturer
Model:	DISK	Disk Drive
	NAS	Network Attached Storage (NAS) Device
	OPDISK	Optical Disk Drive
	RAID	Disk RAID Array
	SAN	Storage Area Network
	TAPE-LIBRARY	Tape Library
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
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Manuf:	*	Valid Manufacturer
Model:	CELLULAR	Cellular
Desc:		Contract End Date
	Within 90 Days	
	Within 3-6 Months	
	Within 7-12 Months	
	Over 12 Months	
	No Contract	
	Unknown	
Status:	Installed	Installed
	Planned	Planned
Qty:	*	Number Employees Provided Phones

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
	Other	Other Internet/Web Services
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
	Other	Other LAN Services
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:	Design & Integration	WAN Design & Integration
	Network Mgmt Support	WAN Management and Support
	Network Convergence	Network Convergence
	Unified Messaging	Unified Messaging
	Other	WAN Services
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
Desc-2:	Recovery	
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	PostgreSQL
	PROGRESS	Progress
	SYBASE	Sybase
	OTHER	Other DBMS
	NONE	No DBMS-Platform Linkage
	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: HST – HIGH SPEED TECHNOLOGIES

Class:	HST	High Speed Technologies
Model:	ETHERNET100	100 MBPS Ethernet
	GIGAETHER1	1 GigaEthernet
	GIGAETHER10	10 GigaEthernet
Status:	Installed	Installed

QID: INETP – INTERNET ACCESS PROVIDER

Class:	IAP	Internet Access Provider
Manuf:	*	Valid Manufacturer
Model:	INET-ACCESS	Internet Access
Status:	Installed	Installed

QID: LANRT - ROUTER

Class:	RTR	Routers
Manuf:	*	Valid Manufacturer
Model:	ROUTER	Valid Model
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
Qty:	*	Number of Routers

QID: LANSW - LAN SWITCHING

Class:	LSW	LAN Switching
Manuf:	*	Valid Manufacturer
Model:	SWITCH	
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
Qty:	*	Number of LAN Switches

QID: MAIN - MAINTENANCE

Class:	MNT	Maintenance
Manuf:	*	Valid Manufacturer
Model:	MAINT	Maintenance
Desc-2:	Mainfr	IBM/Plug-Compatible Mainframe
	Server	Server
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)

QID: NETLN - NETWORK LINES

Class:	NTL	Network Lines
Manuf:	*	Valid Manufacturer
Model:	DIAL	Dial
	ISDN	Integrated Services Digital Network Lines
	ISDN-BRI	Basic Rate Interface (BRI) ISDN Line
	ISDN-PRI	Primary Rate Interface (PRI) ISDN line
	OCX	OCx Lines
	T1	T1 Lines
	T3	T3 Lines
	XDSL	xDSL Lines
	UNSPECIFIED	Unspecified Lease Line
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
Qty:	*	Number of Lines

QID: NETSV - NETWORK SERVICES

Class:	NET	Network Services
Manuf:	*	Valid Manufacturer
Model:	ATM-SERV	ATM Service
	FRAME-RELAY	Frame-Relay Service
	MPLS-SERV	MPLS Service
	SONET-SERV	SONET Service
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	Proprietary System
	IBM-MID	IBM Midrange System
	IBM/PCM	IBM/Plug-Compatible Mainframe System
	WORK	High Performance Workstation
	UNSPEC	Unspecified

QID: PBX - PHONE SYSTEM

Class:	PBX	Phone System
Manuf:	*	Valid Manufacturer
Model:	*	
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
Qty2:	*	Number of Extensions

QID: PBXEX - PLANNED PHONE SYSTEM EXTENSIONS

Class:	EXT	Planned PBX Extensions
Model:	PBX-EXT	PBX-Extensions
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
Desc:		Contract End Date
	YYYY	
	No Contract	
	Unspecified	
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
Qty:	*	Percent Long Distance by Vendor
Qty2:	*	Long Distance Dollars for this Vendor (Calculated)

QID: PBXMT - PBX MAINTENANCE

Class:	MNT	Maintenance
Manuf:	*	Valid Manufacturer
Model:	MAINT	Maintenance
Desc:		Contract End Date
	Within 90 Days	
	Within 3-6 Months	
	Within 7-12 Months	
	Over 12 Months	
	No Contract	
	Unknown	
Desc-2:	PBX	PBX
Status:	Installed	Installed
	Planned	Planned

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: PRG - SOFTWARE

Class:	PRG	Software
Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
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: SANFC - FIBER CHANNEL SWITCH

Class:	FCS	SAN Fiber Channel Switching
Manuf:	*	Valid Manufacturer
Model:	FIBER-SWITCH	Fiber Switch
Status:	Installed	Installed

QID: STPRG - STORAGE SOFTWARE

Class:	PRG	Software
Manuf:	*	Valid Manufacturer

Model:	*	Valid Model
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
CPU-Platform:	NON-PC	System (Non-PC)

QID: SVPRG - NETWORK RESOURCE MANAGEMENT SOFTWARE

Class:	PRG	Software
Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
CPU-Platform:	NON-PC	System (Non-PC)

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: 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
Desc:		Location of VoIP Solution
	Premise	Premise-Based
	Hosted	Hosted
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
Desc:		Connection Type
	Site To Site	Site to Site Connection Only
	Remote Access	Remote Access for Mobile Workers Only
	Both Site & Remote	Both Site to Site Connection and Remote Access
Status:	Installed	Installed
	Planned	Planned
Idate:	YYYYMM	Date Planned (Only for Plans)
Qty1:	*	Number of Mobile Workers Connecting via VPN
Qty2:	*	Number of Remote Locations Connecting via VPN

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

Class:	OPR	Operating System (non-PC)
Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Status:	Installed	Installed
	Planned	Planned

CPU-Platform: WORK Workstation Platform

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



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 - AUXILIARY STORAGE (DISK, NAS & SAN)

Manuf:	*	Valid Manufacturer
Model:	DISK	Disk Drive
	NAS	Network Attached Storage (NAS) Device
	OPDISK	Optical Disk Drive
	RAID	Disk RAID Array
	SAN	Storage Area Network
	TAPE-LIBRARY	Tape Library
DevType:	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 PORTABLE	Desktop Portable
Description:	PERSONAL DESKTOP COMPUTER PERSONAL PORTABLE COMPUTER	Personal Desktop Computer Personal Portable Computer
CPU-OS-Used:	UWOLXXXX	Position 1 'U' - Unix Operating System Supported Position 2 'W' - Windows Operating System Supported Position 3 'O' - Other Operating System Supported Position 4 'L' - Linux Operating System Supported Position 5-8 'XXXX' - Reserved For Future Use

CLASS: CPU - COMPUTER SYSTEM

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Group:	*	Group Name
Series:	*	Series Name
DevType:	IBM/PCM IBM-MID PROP RISC INTEL UNSPEC	IBM/Plug-Compatible Mainframe IBM Midrange Server Proprietary Server Unix/RISC Server Intel or AMD Server Unspecified Server
Chip:	*	Processor Chip
ChipFamily:	S390 PROP RISC INTEL	S390 Proprietary Processor RISC Microprocessor Intel or AMD Microprocessor
Description:	IBM/PCM MAINFRAME SERVER	IBM/Plug-Compatible Mainframe Server
CPU-OS-Used:	UWOLXXXX	Position 1 'U' - Unix Operating System Supported Position 2 'W' - Windows Operating System Supported Position 3 'O' - Other Operating System Supported Position 4 'L' - Linux Operating System Supported Position 5-8 'XXXX' - Reserved For Future Use
Category:	HIGH-END LOW-END MIDRANGE	High-End Server Low-End Server Midrange Server

CLASS: CPW - HIGH PERFORMANCE WORKSTATION

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model

Group:	*	Group Name
Series:	*	Series Name
DevType:	WORK	High Performance Workstation
Chip:	*	Processor Chip
ChipFamily:	RISC	RISC Microprocessor
	INTEL	Intel or AMD Microprocessor
Description:	HIGH PERFORMANCE WORKSTATION	High Performance Workstation
CPU-OS-Used:	UWOLXXXX	Position 1 'U' - Unix Operating System Supported
		Position 2 'W' - Windows Operating System Supported
		Position 3 'O' - Other Operating System Supported
		Position 4 'L' - Linux Operating System Supported
		Position 5-8 'XXXX' - Reserved For Future Use

CLASS: EXT - PLANNED PBX EXTENSIONS

Model:	PBX-EXT	PBX-Extension
Description:	PLANNED PBX EXTENSIONS	Planned PBX Extensions

CLASS: FCS – FIBER CHANNEL SWITCH

Manuf:	*	Valid Manufacturer
Model:	FIBER-SWITCH	Fiber Switch

CLASS: HST – HIGH SPEED TECHNOLOGIES

Model:	ETHERNET100	100 mbps Ethernet
	GIGAETHER1	1 GigaEthernet
	GIGAETHER10	10 GigaEthernet
Description:	1 GIGAETHERNET	
	10 GIGAETHERNET	
	100 MBPS ETHERNET	

CLASS: IAP - INTERNET ACCESS PROVIDER

Manuf:	*	Valid Manufacturer
Model:	INET-ACCESS	Internet Access
Description:	INTERNET ACCESS PROVIDER	Internet Access Provider

CLASS: LAN - LOCAL AREA NETWORKS

Model:	WIRELESS-LAN	Wireless-LAN
Description:	LOCAL AREA NETWORK	Local Area Network

CLASS: LDC - LONG DISTANCE CARRIERS

Manuf:	*	Valid Manufacturer
Model:	LONG-DIST	Long-Distance
Description:	LONG DISTANCE CARRIER	Long Distance Carrier

CLASS: LSW - LAN SWITCHING

Manuf:	*	Valid Manufacturer
--------	---	--------------------

Model: SWITCH
Description: LAN SWITCH

Switch
LAN Switch

CLASS: MNT - MAINTENANCE VENDORS

Manuf: *
Model: MAINT
Description: MAINTENANCE VENDOR

Valid Manufacturer
Maintenance
Maintenance Vendor

CLASS: NET - NETWORK SERVICES

Manuf: *
Model: ATM-SERV
FRAME-RELAY
MPLS
SONET-SERV
Description: ATM SERVICE
FRAME RELAY SERVICE
MULTIPROTOCOL LABEL SWITCHING
SONET SERVICE

Valid Manufacturer
ATM Service
Frame-Relay
MPLS Service
SONET Service
ATM Service
Frame Relay Service
MPLS Service
SONET Service

CLASS: NTL - NETWORK LINES

Manuf: *
Model: DIAL
ISDN
ISDN-BRI
ISDN-PRI
OCX
T1
T3
XDSL
UNSPECIFIED
Description: DIAL-UP LINE
ISDN LINE
ISDN-BRI LINE
ISDN-PRI LINE
OPTICAL CARRIER LINE
T1 LINE
T3 LINE
XDSL LINE
UNSPECIFIED LEASE LINE

Valid Manufacturer
Dial-Up Line
Integrated Services Digital Network Line
Basic Rate Interface (BRI) ISDN Line
Primary Rate Interface (PRI) ISDN Line
OCx Line
T1 Line
T3 Line
xDSL Line
Unspecified Lease Line
Dial-Up Line
ISDN Line
ISDN-BRI Line
ISDN-PRI Line
OCx Line
T1 Line
T3 Line
xDSL Line
Unspecified Lease Line

CLASS: OPR - OPERATING SYSTEMS

Manuf: *
Model: *
Group: *

Valid Manufacturer
Valid Model
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:	CENTREX PHONE SYSTEM	Centrex Phone System
	KEY/NON-PBX SYSTEM	Key/Non-PBX System
	PHONE SYSTEM	Phone System
	PRIVATE BRANCH EXCHANGE	Private Branch Exchange
	IP TELEPHONY	IP Telephony
	IP CENTREX PHONE SYSTEM	IP Centrex Phone System
	REMOTE PHONE SYSTEM	Remote Phone System

CLASS: PRG - SOFTWARE

Manuf:	*	Valid Manufacturer
Model:	*	Valid Model
Group:	*	Group Name
Series:	*	Series Name
DevType:	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
DevType:	INKJET	Ink Jet Printer
	MULTI	Multifunction 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 PRINTER	Multifunction Printer

	OFFICE COPIER	Office Copier
	WIDE FORMAT PRINTER	Wide Format Printer
	PRINTER	Unspecified Printer
PrinterColor:	C	Color
	M	Mono

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
Description:	THINCLIENT-WBT-NC-XTERMINAL	Thin Clients, Web-Based Terminals, Network Computers, X-Terminals

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 INTERNET	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 PROVIDER	Cellular Provider



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.

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
3.	NUTS2-CODE	A	3	NUTS Level 2 Code (European Data Only)
4.	NUTS2-DESC	A	50	NUTS Level 2 Description (European Data Only)
5.	NUTS3-CODE	A	4	NUTS Level 3 Code (European Data Only)
6.	NUTS3-DESC	A	50	European NUTS Level 3 Description (European Data Only)
7.	TOTUNSPECVR	I	6	Total Installed Unspecified Servers
8.	TOTNETWORKLINE	I	6	Total Network Lines
9.	PLANNETWORKLINE	I	6	Total Planned Network Lines
10.	TOTUNSPECLINE	I	6	Total Unspecified Network Lines
11.	PLANUNSPECLINE	I	6	Total Planned Unspecified Network Lines
12.	ESTITBUDGET	I	9	Modeled Estimate of Total IT Budget
13.	ESTCOMMBUDGET	I	9	Modeled Estimate of Total Communications Equipment Budget
14.	ESTHARDWAREBUDGET	I	9	Modeled Estimate of Total Hardware Budget
15.	ESTSOFTWAREBUDGET	I	9	Modeled Estimate of Total Software Budget
16.	ESTSTORAGEBUDGET	I	9	Modeled Estimate of Total Storage Equipment Budget
17.	ESTSERVICESBUDGET	I	9	Modeled Estimate of Total IT Services and Outsourcing Budget
18.	ESTITSTAFFBUDGET	I	9	Modeled Estimate of Total IT Staffing Budget
19.	CLLI-CODE	A	11	Common language location identifier code
20.	ESTITOTHERBUDGET	I	9	Modeled Estimate of Total IT Budget for Other/Misc.
21.	REPLACEMENTRATIO	I	3	% of IT Budget to be spent on replacing equipment
22.	APPCONSOLIDATION	A	6	Application Consolidation Priority
23.	NAF-CODE-REV-2	A	5	5-Digit NAF Code (French Classification of Activities)

Field Descriptions - Alphabetical Listing

APPCONSOLIDATION

Format: A6
Description: Application Consolidation Priority as an IT Initiative at the location within the next 12 months.
Value(s): High
Medium
Low

CLLI-CODE

Format: A11
Description: Common language location identifier code
Geography: North America

ESTCOMMBDGT

Format: I9
Description: Modeled Estimate of Total Communications Equipment Budget.
Geography: North America

ESTHARDWAREBUDGET

Format: I9
Description: Modeled Estimate of Total Hardware (Computer Equipment) Budget.
Geography: North America

ESTITBUDGET

Format: I9
Description: Modeled Estimate of Total IT Budget.
Geography: North America

ESTITSTAFFBUDGET

Format: I9
Description: Modeled Estimate of Total IT Staffing Budget.
Geography: North America

ESTITOTHERBUDGET

Format: I9
Description: Modeled Estimate of Other/Misc. IT Budget.
Geography: North America

ESTSOFTWAREBUDGET

Format: I9
Description: Modeled Estimate of Total Software Budget.
Geography: North America

ESTSTORAGEBUDGET

Format: I9
Description: Modeled Estimate of Total Storage Equipment Budget.
Geography: North America

ESTSERVICESBUDGET

Format: I9
Description: Modeled Estimate of Total IT Services and Outsourcing Budget.
Geography: North America

NAF-CODE-REV-2

Format: A5
Description: 5-Digit NAF Code (French Classification of Activities – NAF rev.2). NAF rev.2 replaced NAF rev.1 on 01/01/08
Geography: France Only

NUTS2-CODE

Format: A3
Description: Nomenclature of Territorial Units for Statistics – Level 2. (European Data Only)

NUTS3-CODE

Format: A4
Description: Nomenclature of Territorial Units for Statistics – Level 3. (European Data Only)

NUTS2-DESC

Format: A50
Description: European NUTS Level 2 Description. (European Data Only)
Related: NUTS2-CODE

NUTS3-DESC

Format: A50
Description: European NUTS Level 3 Description. (European Data Only)
Related: NUTS3-CODE

PLANNETWORKLINE

Format: I6
Description: Total Planned Network Lines at site.

PLANUNSPECLINE

Format: I6
Description: Total Planned Unspecified Network Lines at site.

RECID

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

REPLACEMENTRATIO

Format: I3
Description: % of IT Budget to be spent on replacing equipment.

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

TOTNETWORKLINE

Format: I6
Description: Total Installed Network Lines at site.

TOTUNSPECLINE

Format: I6
Description: Total Installed Unspecified Network Lines at site.

TOTUNSPECSVR

Format: I6
Description: Total Installed Unspecified Servers at site.
Geography: North America
 Europe
 Latin America
Subscription: Standard – Systems & Servers



Ci Triggers Table

Ci Triggers profile the business related metrics and trends at CiTDB sites to help identify change that is occurring within the organization. These business related metrics include employee and technology growth at the site, the presence of new or changed contacts, vendor preferences, and IT budget growth in the next fiscal year. Ci Triggers are based on thousands of sites where Harte-Hanks has collected detailed technology interviews.

Layout for Table (Z) – 43 Fields

Field Order	Fieldname	Format	Length	Short Description
1.	RECID	A	2	OZ – Ci Triggers Record
2.	SITEID	I	9	Site-ID – Harte-Hanks Assigned
3.	DIR-CHANGE	A	3	New Senior IT Manager
4.	CEO-CHANGE	A	3	New Senior Business Manager
5.	EST-ITBUDGETCHG	A	20	Estimated Change in IT Budget in Next 12 Months
6.	VIRTUALSERVER	A	6	Server Virtualization Priority
7.	COMPLIANCETRCKNG	A	6	Compliance Tracking Priority
8.	VOICEOVERIP	A	6	Voice Over IP Priority
9.	VIRTUALSTORAGE	A	6	Storage Virtualization Priority
10.	OPENSOURCE	A	6	Open Source Adoption/Expansion Priority
11.	SOAIMPLEMENTATION	A	6	Service Oriented Architecture Implementation Priority
12.	WANACCELERATION	A	6	WAN Acceleration or Bandwidth Management Priority
13.	SECURITYUPGRADES	A	6	Security Upgrades Priority
14.	POWERCONSUMPTION	A	6	Lower Power Consumption Priority
15.	PLAN50000	A	3	Total Planned Purchases Greater than \$50,000
16.	PCTRENDCHANGE	A	20	Change in Annualized PC Trend
17.	SVRTRENDCHANGE	A	20	Change in Annualized Server Trend
18.	PRTTRENDCHANGE	A	20	Change in Annualized Printer Trend
19.	T1TRENDCHANGE	A	20	Change in Annualized T1 Line Trend
20.	STORAGECAPCHG	A	3	Change in Site Storage Capacity
21.	ACCTGVENDORCHG	A	3	Change in Accounting Software Vendor
22.	CELLVENDORCHG	A	3	Change in Cellular Service Provider
23.	CRMVENDORCHG	A	3	Change in CRM Software Vendor
24.	DBMSVENDORCHG	A	3	Change in DBMS Vendor
25.	DESKVENDORCHG	A	3	Change in Desktop PC Vendor
26.	GRPWWENDORCHG	A	3	Change in Groupware Software Vendor
27.	LDCVENDORCHG	A	3	Change in Long Distance Carrier
28.	NETLNVENDORCHG	A	3	Change in Network Line Vendor
29.	LANGVENDORCHG	A	3	Change in Programming Language Vendor
30.	OPRVENDORCHG	A	3	Change in Non-PC Operating System Vendor
31.	PBXVENDORCHG	A	3	Change in Phone System Vendor

32.	PORTVENDORCHG	A	3	Change in Portable PC Vendor
33.	STORVENDORCHG	A	3	Change in Storage Vendor
34.	SVRVENDORCHG	A	3	Change in Server Vendor
35.	PREFDESKCHG	A	3	Change in Preferred Desktop PC Vendor
36.	PREFPORTCHG	A	3	Change in Preferred Portable Vendor
37.	PREFSVRCHG	A	3	Change in Preferred Server Vendor
38.	DESKLOYALTYCHG	A	3	Change in Desktop Loyalty
39.	PORTLOYALTYCHG	A	3	Change in Portable Loyalty
40.	SVRLOYALTYCHG	A	3	Change in Server Loyalty
41.	PLANMOVE	A	3	Planning a Move or Renovation
42.	DATACENTERMOVE	A	3	Planning a Move or Renovation Involving a Data Center
43.	OFFSHORELABOR	A	3	Contracted Offshore Labor Sources

Field Descriptions - Alphabetical Listing

ACCTGVENDORCHG

Format: A3
 Description: Change in installed Accounting Software Vendor detected within the last 12 months.
 Value(s): Yes

CELLVENDORCHG

Format: A3
 Description: Change in installed Cellular Service Provider detected within the last 12 months.
 Value(s): Yes

CEO-CHANGE

Format: A3
 Description: Change in Senior Business Manager detected within the last 12 months.
 Values: Yes

COMPLIANCETRCKNG

Format: A6
 Description: Priority of Compliance Tracking as IT Initiative at location within the next 12 months.
 Value(s): High
 Medium
 Low

CRMVENDORCHG

Format: A3
 Description: Change in installed CRM Software Vendor detected within the last 12 months.
 Value(s): Yes

DATACENTERMOVE

Format: A3
 Description: Planned move or renovation at site involves a data center.
 Value(s): No
 Yes

DBMSVENDORCHG

Format: A3
 Description: Change in installed DBMS Vendor detected within the last 12 months.
 Value(s): Yes

DESKLOYALTYCHG

Format: A3

Description: Change in Desktop PC Vendor loyalty - determined by difference between installed vs. preferred Desktop PC Vendor.
Value(s): Yes

DESKVENDORCHG

Format: A3
Description: Change in Installed Desktop PC Vendor detected within the last 12 months.
Value(s): Yes

DIR-CHANGE

Format: A3
Description: Change in Senior IT Manager detected within the last 12 months.
Values: Yes

EST-ITBUDGETCHG

Format: A20
Description: Estimated change in IT Budget within the next 12 months.
Value(s): Decrease 1% to 4%
Decrease 5% to 9%
Decrease 10% or More
Increase 1% to 4%
Increase 5% to 9%
Increase 10% or More
No Change

GRPWVENDORCHG

Format: A3
Description: Change in installed Groupware Software Vendor detected within the last 12 months.
Value(s): Yes

LANGVENDORCHG

Format: A3
Description: Change in installed Programming Language Vendor detected within the last 12 months.
Value(s): Yes

LDCVENDORCHG

Format: A3
Description: Change in installed Long Distance Carrier detected within the last 12 months.
Value(s): Yes

NETLNVENDORCHG

Format: A3

Description: Change in installed Network Line Vendor detected within the last 12 months.
Value(s): Yes

OFFSHORELABOR

Format: A3
Description: Offshore labor sources contracted from location.
Value(s): No
Yes

OPENSOURCE

Format: A6
Description: Priority of Open Source Adoption or Expansion as IT Initiative at location within the next 12 months.
Value(s): High
Medium
Low

OPRVENDORCHG

Format: A3
Description: Change in installed Non-PC Operating System Vendor detected within the last 12 months.
Value(s): Yes

PBXVENDORCHG

Format: A3
Description: Change in installed Phone System Vendor detected within the last 12 months.
Value(s): Yes

PCTRENDCHANGE

Format: A20
Description: +/- 10% change in annualized Total PC trend.
Value(s): Decrease 10% or More
Increase 10% or More

PLAN50000

Format: A3
Description: Total planned IT purchases >= \$50,000.
Value(s): No
Yes

PLANMOVE

Format: A3
Description: Planned move or renovation at site involving at least 5% of site employees.
Value(s): No

Yes

PORTLOYALTYCHG

Format: A3

Description: Change in Portable PC Vendor loyalty - determined by difference between installed vs. preferred Portable PC Vendor.

Value(s): Yes

PORTVENDORCHG

Format: A3

Description: Change in installed Portable PC Vendor detected within the last 12 months.

Value(s): Yes

PREFDESKCHG

Format: A3

Description: Change in preferred Desktop PC Vendor.

Value(s): Yes

PREFPORTCHG

Format: A3

Description: Change in preferred Portable PC Vendor detected within the last 12 months.

Value(s): Yes

PREFSVRCHG

Format: A3

Description: Change in preferred Server Vendor detected within the last 12 months.

Value(s): Yes

PRTTRENDCHANGE

Format: A20

Description: +/- 10% change in annualized Total Printer trend.

Value(s): Decrease 10% or More

Increase 10% or More

RECID

Format: A2

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

Value(s): OZ Ci Triggers Record ID

SECURITYUPGRADES

Format: A6

Description: Priority of Security Upgrades (Firewall, IDS, IPS or VPN Expansion) as IT Initiative at location within the next 12 months.

Value(s): High
Medium
Low

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

SOAIMPLEMENTATION

Format: A6

Description: Priority of Service Oriented Architecture Implementation as IT Initiative at location within the next 12 months.

Value(s): High
Medium
Low

STORAGECAPCHG

Format: A3

Description: Change in Site Storage Capacity.

Value(s): Yes

STORVENDORCHG

Format: A3

Description: Change in installed Storage Vendor detected within the last 12 months.

Value(s): Yes

SVRLOYALTYCHG

Format: A3

Description: Change in Server Vendor loyalty - determined by difference between installed vs. preferred Server Vendor.

Value(s): Yes

SVRTRENDCHANGE

Format: A20

Description: +/- 10% change in annualized Total Server trend.

Value(s): Decrease 10% or More
Increase 10% or More

SVRVENDORCHG

Format: A3

Description: Change in installed Server Vendor detected within the last 12 months.

Value(s): Yes

T1TRENDCHANGE

Format: A20

Description: +/- 10% change in annualized Total T1 Network Line trend.

Value(s): Decrease 10% or More

Increase 10% or More

VIRTUALSERVER

Format: A6

Description: Priority of Server Virtualization as IT Initiative at location within the next 12 months.

Value(s): High

Medium

Low

VIRTUALSTORAGE

Format: A6

Description: Priority of Storage Virtualization as IT Initiative at location within the next 12 months.

Value(s): High

Medium

Low

VOICEOVERIP

Format: A6

Description: Priority of Voice over IP as IT Initiative at location within the next 12 months.

Value(s): High

Medium

Low

WANACCELERATION

Format: A6

Description: Priority of WAN Acceleration or Bandwidth Management as IT Initiative at location within the next 12 months.

Value(s): High

Medium

Low