



Relational Database Format

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

Version 10

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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 46 23 64 40. 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.

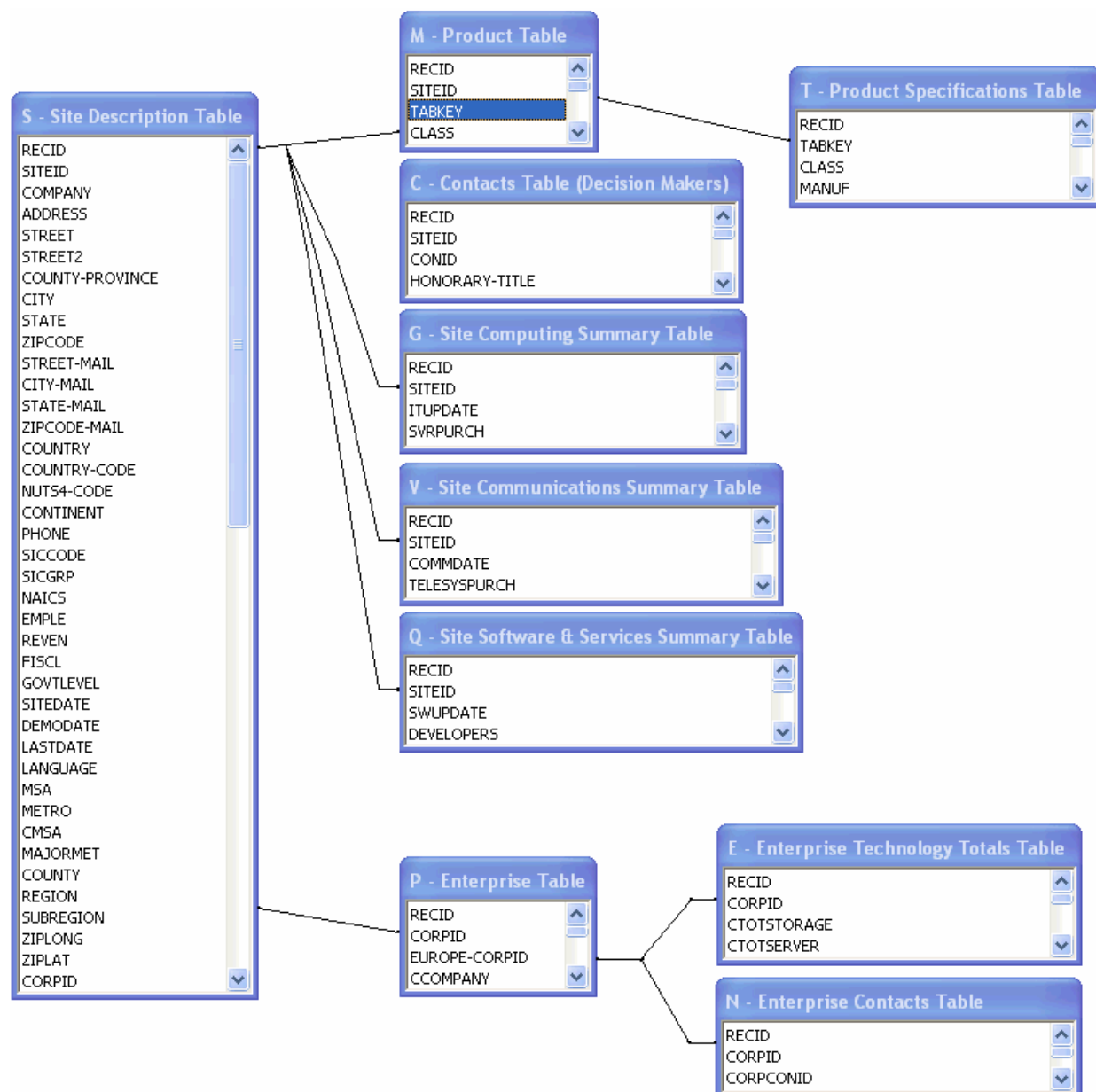


Figure 1 – Major Relationships Between the RDF Tables

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) |



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| Table C - Contacts (Decision Makers) | 6 |
| Table P - Enterprise | 7 |
| Table E - Enterprise Technology Totals | 8 |
| Table N - Enterprise Contacts | 9 |
| Table K - TechModels | 10 |
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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. | NA-CODE | A | 4 | NAF Code (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 Local Currency |
| 54. | TURNOVER-EUROS | I | 12 | Annual Turnover (Revenue) in 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. | EUORANK | I | 4 | European Rank |
| 66. | PRIMARY-DUNS-NUMBERA | | 9 | Matching Dunn & Bradstreet Number (as per D&B) |
| 67. | YEAR-EST | A | 4 | Year the Company was 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

NA-CODE

Format: A4

Description: NAF Code (French Classification of Activities). (European Data Only)

NAICS

Format: A6

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

Related: SICCODE

NATLRANK

Format: I4

Description: National Rank. (European Data Only)

NATLSOURCE

Format: A3

Description: Source for National Rank. (European Data Only)

NUTS4-CODE

Format: 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. NUTS level 2 code for European sites.
 Value(s): CANADA Canada (CAN-CEN, CAN-EAST, CAN-WEST)
 N-CEN North-Central (E-N-CEN, W-N-CEN)
 N-EAST North-East (MID-ATL, NEW-ENG)
 SOUTH South (E-S-CEN, SOU-ATL, W-S-CEN)
 WEST West (MOUNTAIN, PACIFIC)

REVEN

Format: I6
 Description: Estimated amount of revenue for site (\$millions) - (Modeled by HHMI). For Canadian sites, values are in U.S. dollars. European site data is collected. 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 | |
| | | XXX000000 | Unique number within Spain |
| | 12 | PT | |
| | | XXX000000 | Unique number within Portugal |
| | 13 | SE | |
| | | XXX000000 | Unique number within Sweden |

| | | | |
|----|---------------|-----------|-------------------------------------|
| 14 | NO | XXX000000 | Unique number within Norway |
| 15 | DK | XXX000000 | Unique number within Denmark |
| 16 | FI | XXX000000 | Unique number within Finland |
| 17 | SK | XXX000000 | Unique number within Slovakia |
| 18 | HU | XXX000000 | Unique number within Hungary |
| 19 | PL | XXX000000 | Unique number within Poland |
| 20 | CZ | XXX000000 | Unique number within Czech Republic |
| 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. NUTS level 3 codes for European sites.

Value(s): CAN-CEN

Central Canada (ON)

CAN-EAST

Eastern Canada (NB, NF, NS, PE, PQ)

CAN-WEST

Western Canada (AB, BC, MB, NT, SK, YU)

E-N-CEN

East-North Central (IL, IN, MI, OH, WI)

E-S-CEN

East-South Central (AL, KY, MS, TN)

MID-ATL

Middle Atlantic (NJ, NY, PA)

MOUNTAIN

Mountain states (AZ, CO, ID, MT, NM, NV, UT, WY)

| | |
|---------|--|
| NEW-ENG | New England (CT, MA, ME, NH, RI, VT) |
| PACIFIC | Pacific states (AK, CA, HI, OR, WA) |
| SOU-ATL | Southern Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WA) |
| W-N-CEN | West-North Central (IA, KS, MN, MO, ND, NE, SD) |
| W-S-CEN | West-South Central (AR, LA, OK, TX) |

TURNOVER-CODE

| | |
|--------------|--|
| Format: | A2 |
| Description: | Turnover Qualifier. (European Data Only) |
| Value(s): | TA Total Assets |
| | SA Sales |
| | PI Premium Income |
| | GS Group Sales |
| | GD Group Division Sales |
| | ES European Company Sales |
| | DI Donation Income |

TURNOVER-EUROS

| | |
|--------------|--|
| Format: | I12 |
| Description: | Annual Turnover (Revenue) in Euros. (European Data Only) |

TURNOVER-LOCAL

| | |
|--------------|---|
| Format: | I12 |
| Description: | Annual Turnover (Revenue) in Local Currency. (European Data Only) |

VAT-CODE

| | |
|--------------|--------------------------------|
| Format: | A20 |
| Description: | VAT Code. (European Data Only) |

XREF-ID

| | |
|--------------|----------------------------------|
| Format: | A9 |
| Description: | Cross-Reference to ID (Reserved) |

YEAR-EST

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

ZIPCODE

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

ZIPCODE-MAIL

Format: A10

Description: Site 9-Digit Mailing ZIP / 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



Additional Site Descriptions Table

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

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

Layout for Table (L) – 15 Fields

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

Field Descriptions - Alphabetical Listing

COUNTY-NAME

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

LATA-NAME

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

MAJMETRO-NAME

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

METRO-NAME

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

NAICS3-DESC

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

NAICS6-DESC

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

NUTS4-DESC

Format: A50
Description: European NUTS Level 4 Description. (European Data Only)

RECID

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

SIC2-DESC

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

SIC3-DESC

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

SIC4-DESC

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

SICSUBGROUP

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

SICVERTICAL

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

SITEID

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

TELCO-NAME

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



Site Computing Summary Table

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

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 | Primary Desktop PC Manufacturer | Standard |
| 22. | PORTABLE-MANUF | A | 11 | Primary 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: Primary 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

PLANWIDFORMPRT

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: Primary 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

TOTIBMMIDRANGE

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

TOTMULTIPT

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 CPUs Sold as a Server and 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

TOTPRODPR

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

TOTPR

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 50 GB

50 to 249 GB

250 to 499 GB

500 to 999 GB

1 to 2 TB

2 to 3 TB

Over 3 TB

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. | INETSVCSTATUS-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 | Primary 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: Primary 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

TOTOXC

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 |
|-----------|----|--------------------------|

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. | ESTPRODPRT | 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: SCRM - CRM SOFTWARE PRODUCTS

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

SQID: SCELL – CELLULAR SERVICE PROVIDER

| | | |
|---------|---|---------------------------------|
| SMANUF: | * | Valid Cellular Service Provider |
|---------|---|---------------------------------|

SQID: SDBMS - DBMS SOFTWARE PRODUCTS

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

SQID: SDESK - DESKTOP MANUFACTURER

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

SQID: SGRPW - GROUPWARE SOFTWARE PRODUCTS

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

SQID: SLDC - LONG DISTANCE CARRIER

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

SQID: SLIN - LINE CARRIERS

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

SQID: SLNG - LANGUAGES

| | | |
|---------|----------|------------------------|
| SMANUF: | COMPILER | |
| SMODEL: | * | Valid Language Product |

SQID: SOPR - OPERATING SYSTEMS

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

SQID: SPBX - PHONE SYSTEM MANUFACTURER

SMANUF: * Valid Phone System Manufacturer

SSTATUS: Installed

Planned

SQID: SPORT - PORTABLE MANUFACTURER

SMANUF: * Valid PC Manufacturer

SQID: SSTOR - STORAGE MANUFACTURER

SMANUF: * Valid Storage Manufacturer

SQID: SSVR - SERVER MANUFACTURER

SMANUF: * Valid Server Manufacturer



Product Table

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

Examples of products are computer systems (CPUs), PCs, software, network lines, storage devices, etc. Examples of additional questions are file transfer, private network. Note that many of these additional questions are summarized in one of the summary tables (such as the Site Communications Summary Table, for example).

The exact contents of each field can vary depending on the QID (Question ID, field 16). See Appendix A, "Product Table-Expected Values by QID" for more information.

Layout for Table (M) – 16 Fields

| Field Order | Fieldname | Format | Length | Short Description |
|-------------|---------------|--------|--------|---------------------------------------|
| 1. | RECID | A | 2 | OM - Product Record |
| 2. | SITEID | I | 9 | Site-ID – Harte-Hanks Assigned |
| 3. | TABKEY | I | 8 | Key to Product Specification Record |
| 4. | CLASS | A | 3 | Class of Product |
| 5. | MANUF | A | 11 | Manufacturer |
| 6. | MODEL | A | 12 | Model |
| 7. | DESC | A | 20 | Description |
| 8. | DESC-2 | A | 7 | Additional Information on Product |
| 9. | STATUS | A | 9 | Status |
| 10. | IDATE | A | 6 | Install Date (YYYYMM) |
| 11. | CPU-PLATFORM | A | 7 | CPU Platform |
| 12. | DBMS-PLATFORM | A | 12 | DBMS Platform for Enterprise Software |
| 13. | OS-PLATFORM | A | 7 | OS Platform for Enterprise Software |
| 14. | QTY | I | 6 | Quantity |
| 15. | QTY2 | I | 6 | Additional Quantity Field |
| 16. | QID | A | 5 | Question ID |

Field Descriptions - Alphabetical Listing

CLASS

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

CPU-PLATFORM

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

DBMS-PLATFORM

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

DESC

Format: A20
Description: Descriptive information about Product.

DESC-2

Format: A7
Description: Additional descriptive information about Product.

IDATE

Format: A6

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

MANUF

Format: A11

Description: Manufacturer of Product.

MODEL

Format: A12

Description: Model of Product.

OS-PLATFORM

Format: A7

Description: Identifies the Operating System Platform on which Enterprise Software is deployed.

| | | |
|-----------|---------|------------------------|
| Value(s): | WINDOWS | Windows |
| | UNIX | Unix |
| | LINUX | Linux |
| | OTHER | Other Operating System |

QID

Format: A5

Description: The Question Identifier for Product record.

Value(s): See Appendix A.

QTY

Format: I6

Description: Quantity of Product.

QTY2

Format: I6

Description: Additional Quantity of Product Field.

RECID

Format: A2

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

Value(s): OM Product Record ID

SITEID

Format: I9

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

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

STATUS

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

TABKEY

Format: I8
Description: Key into Product Specification Table.



Product Specifications Table

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

Layout for Table (T) – 14 Fields

| Field Order | Fieldname | Format | Length | Short Description |
|-------------|---------------|--------|--------|--|
| 1. | RECID | A | 2 | OT - Product Specifications Record |
| 2. | TABKEY | I | 8 | Key to Model Tables Record |
| 3. | CLASS | A | 3 | Class of Model |
| 4. | MANUF | A | 11 | Manufacturer |
| 5. | MODEL | A | 12 | Model |
| 6. | GROUP | A | 12 | Group (group of Models) |
| 7. | SERIES | A | 12 | Series (group of Groups) |
| 8. | DEVTYPE | A | 7 | Type |
| 9. | CHIP | A | 15 | Processor Chip |
| 10. | CHIPFAM | A | 6 | Family of Chip (Processor Family) |
| 11. | DESCRIPTION | A | 28 | Description |
| 12. | OS-SUPPORT | A | 8 | Supported Operating Systems (for CPU) |
| 13. | CATEGORY | A | 12 | Server Category (High vs. Mid vs. Entry) |
| 14. | PRINTER-COLOR | A | 1 | Printer Capability (Color vs. Mono) |

Field Descriptions - Alphabetical Listing

CATEGORY

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

CHIP

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

CHIPFAM

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

CLASS

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

DESCRIPTION

Format: A28
Description: Description of Product.

DEVTYPE

Format: A7
Description: Type of Product.

GROUP

Format: A12
Description: Group of Models.

MANUF

Format: A11
Description: Manufacturer of Product.

MODEL

Format: A12
Description: Model of Product.

OS-SUPPORT

Format: A8
Description: Operating System(s) 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.



Additional Contacts Table

The Additional Contacts Table provides a list of contacts at a site, complete with names, titles, addresses, and phone numbers. It lists people of responsibility in 4 functional areas: Other IT Managers, Other IT Staff, Other Business Managers, and Other Business Staff. This structure of this table matches the Site Contacts Table with the exception of the 5 European-only fields that come at the end of the Site Contacts Table. These 5 fields are not included in the Additional Contacts Table.

Layout for Table (I) – 23 Fields

| Field Order | Fieldname | Format | Length | Short Description |
|-------------|-----------------|--------|--------|---|
| 1. | RECID | A | 2 | OI - 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 |
| 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 |
| 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 |

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 |

FIRST

Format: A20

Description: Contact's First Name.

FUNCTIONS

Format: A64

Description: All Functions (Responsibilities) that Apply to this Contact.

| | | |
|-----------|-----|--|
| Value(s): | OIM | Other It Manager |
| | OIS | Other IT Staff |
| | OBM | Other Business Manager |
| | OBS | Other Business Staff |
| | CCM | Call Center Manager |
| | CEO | Senior Executive (President/General Manager) |
| | COM | Data Communications Manager |
| | COP | Computer Operator |
| | DIR | Senior Information Systems Manager |
| | ECM | E-Business Manager |
| | FIN | Senior Financial Executive |
| | ITC | IT Consultant |
| | LAN | Network/Security Manager |
| | MID | Midrange Systems Manager |
| | OTS | Operations/Technical Support Manager |
| | PC | Personal Computers Manager |
| | PER | Human Resources Manager |
| | PRO | Programmer |
| | PUR | Purchasing Manager |
| | SAL | Senior Sales/Marketing Manager |
| | SFT | Software/Applications Manager |
| | STO | Storage Manager |
| | SYA | Systems Analyst |
| | TEL | Telecommunications Manager |
| | TSP | Technical Support Staff |
| | WEB | Webmaster/Internet Applications Manager |
| | WKS | Workstations Systems Manager |

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.

PHONE

Format: A20

Description: Phone Number - Areacode + Number For U.S. And Canada. Europe - In Country Phone Number Only - No Country Code.

PREFIX

Format: A10

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

RECID

Format: A2

Description: First Two Bytes Of Each Record. Identifies Table To Which Record Belongs.

Value(s): OI Detail Additional Contact Record ID

SITEID

Format: I9

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

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 |
| <u>United States</u> | | |
| | 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 America Data Only)

SUFFIX

Format: A3

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

TITLE

Format: A30

Description: Contact's Title.

ZIPCODE

Format: A10

Description: Company 9-Digit Zip Code. Canadian Sites -6-Character Postal Code. (e.g. 'M5S 2W4')



Site Technology Trend Table

The Site Trend Table provides details about how a site's technology infrastructure has changed over time and how a site's technology infrastructure compares to other sites in the same industry and employee size group. Annualized growth rates are calculated for 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%)

INDTOT1

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

INDTOT3

Format: I4

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

INDTOTDDD

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

INDTOTUNIXRISCSVR

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

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%)

TIMETOTWIDFORMPRT

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 |
|--------|-----|-------------------------|

| | | |
|---------|--------------------|----------------------------------|
| 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 |
| 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 - AUXILLIARY 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 | Desktop |
| PORTABLE | Portable |
| Description: PERSONAL DESKTOP COMPUTER | Personal Desktop Computer |
| PERSONAL PORTABLE COMPUTER | Personal Portable Computer |
| CPU-OS-Used: UWXXXXXX | Position 1 'U' - Unix Operating System Supported |
| | Position 2 'W' - Windows Operating System Supported |
| | Position 3 'O' - Other Operating System Supported |
| | Position 4-8 'XXXXX' - Reserved For Future Use |
| CLASS: CPU - COMPUTER SYSTEM | |
| Manuf: * | Valid Manufacturer |
| Model: * | Valid Model |
| Group: * | Group Name |
| Series: * | Series Name |
| DevType: IBM/PCM | IBM/Plug-Compatible Mainframe |
| IBM-MID | IBM Midrange Server |
| PROP | Proprietary Server |
| RISC | Unix/RISC Server |
| INTEL | Intel or AMD Server |
| Chip: * | Processor Chip |
| ChipFamily: S390 | S390 |
| PROP | Proprietary Processor |
| RISC | RISC Microprocessor |
| INTEL | Intel or AMD Microprocessor |
| Description: IBM/PCM MAINFRAME | IBM/Plug-Compatible Mainframe |
| SERVER | Server |
| CPU-OS-Used: UWXXXXXX | Position 1 'U' - Unix Operating System Supported |
| | Position 2 'W' - Windows Operating System Supported |
| | Position 3 'O' - Other Operating System Supported |
| | Position 4-8 'XXXXX' - Reserved For Future Use |
| Category: HIGH-END | High-End Server |
| LOW-END | Low-End Server |
| MIDRANGE | Midrange Server |
| CLASS: CPW - HIGH PERFORMANCE WORKSTATION | |
| Manuf: * | Valid Manufacturer |
| Model: * | Valid Model |
| Group: * | Group Name |
| Series: * | Series Name |
| 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: | UWOXXXXX | Position 1 'U' - Unix Operating System Supported |
| | | Position 2 'W' - Windows Operating System Supported |
| | | Position 3 'O' - Other Operating System Supported |
| | | Position 4-8 'XXXXX' - Reserved For Future Use |

CLASS: EXT - PLANNED PBX EXTENSIONS

| | | |
|--------------|------------------------|------------------------|
| 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 | Switch |
| Description: | LAN SWITCH | LAN Switch |

CLASS: MNT - MAINTENANCE VENDORS

| | | |
|--------------|--------------------|--------------------|
| Manuf: | * | Valid Manufacturer |
| Model: | MAINT | Maintenance |
| Description: | MAINTENANCE VENDOR | Maintenance Vendor |

CLASS: NET - NETWORK SERVICES

| | | |
|--------------|-------------------------------|---------------------|
| Manuf: | * | Valid Manufacturer |
| Model: | ATM-SERV | ATM Service |
| | FRAME-RELAY | Frame-Relay |
| | MPLS | MPLS Service |
| | SONET-SERV | SONET Service |
| Description: | ATM SERVICE | ATM Service |
| | FRAME RELAY SERVICE | Frame Relay Service |
| | MULTIPROTOCOL LABEL SWITCHING | MPLS Service |
| | SONET SERVICE | SONET Service |

CLASS: NTL - NETWORK LINES

| | | |
|--------------|----------------------|--|
| Manuf: | * | Valid Manufacturer |
| Model: | DIAL | Dial-Up Line |
| | ISDN | Integrated Services Digital Network Line |
| | ISDN-BRI | Basic Rate Interface (BRI) ISDN Line |
| | ISDN-PRI | Primary Rate Interface (PRI) ISDN Line |
| | OCX | OCx Line |
| | T1 | T1 Line |
| | T3 | T3 Line |
| | XDSL | xDSL Line |
| Description: | DIAL-UP LINE | Dial-Up Line |
| | ISDN LINE | ISDN Line |
| | ISDN-BRI LINE | ISDN-BRI Line |
| | ISDN-PRI LINE | ISDN-PRI Line |
| | OPTICAL CARRIER LINE | OCx Line |
| | T1 LINE | T1 Line |
| | T3 LINE | T3 Line |
| | XDSL LINE | xDSL Line |

CLASS: OPR - OPERATING SYSTEMS

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

CLASS: PBX - PHONE SYSTEM

| | | |
|--------------|-------------------------|-------------------------|
| Manuf: | * | Valid Manufacturer |
| Model: | * | Valid Model |
| Group: | * | Group Name |
| Series: | * | Series Name |
| Description: | 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 UPS-3PHASE | Uninterruptible Power Supply |
| 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 | European 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. | TOTUNSPECSVR | I | 6 | Total Installed Unspecified Servers |

Field Descriptions - Alphabetical Listing

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

RECID

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

SITEID

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

TOTUNSPECSVR

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