

# SaleBuild Data Services Overview



# SaleBuild Data Services

**SaleBuild is a global services company specializing in B2B Sales and Marketing operations outsourcing. SaleBuild provides a full suite of data services, focused on increasing revenue and sales effectiveness by transforming the quality and consistency of legacy enterprise data and delivering qualified contacts to our clients.**

SaleBuild data services solutions enable our customers to:

- Rapidly and cost effectively build, refresh, and execute on high quality custom contact databases
- Accelerate their sales cycle by delivering quality contacts in targeted companies
- Put an end to time and money wasted on compiled or media lists which have an accuracy rate of 50% or less
- Cleanse and maintain contact data in internal CRM systems – ensuring they do not waste valuable field sales resources or marketing dollars on invalid or bad contacts

# SaleBuild Background

- Established and Incorporated in Aug 2005
- Model was developed while two of the three founders worked at Norwest Venture Partners
  - Developed the methodology, tools & processes over 2.5 years to support portfolio companies
  - Several pilots with US, near shore & offshore companies contributed to the knowledge base
  - SaleBuild's team comprised of several key employees from these pilots
- Approximately 80% of our business is organic, coming from referrals by board members of start ups.
- 28 active customers including some of the largest tech companies worldwide
- 80 employees with backgrounds including Gartner, Forrester, Frost & Sullivan
- Growth rate of 8 -10% month over month

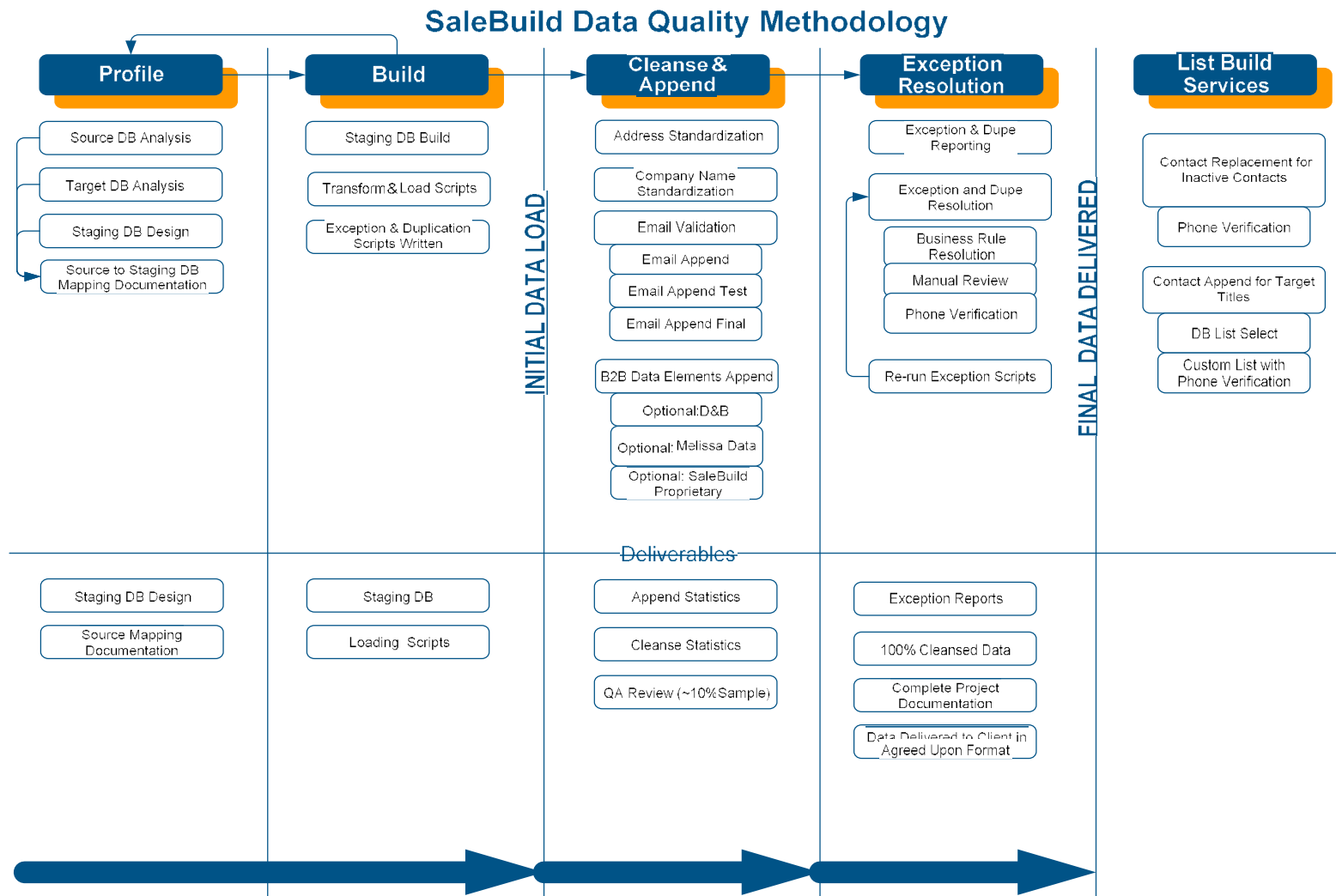
# SaleBuild Data Services

- SaleBuild Data Services combine standardization, cleansing and appending automation with research analysts to enable the most accurate data cleansing in the industry for legacy CRM and marketing databases.
- Key data services programs include:
  - **Email Validation & Append** – validate existing email addresses are deliverable and/or add email addresses to your contact DB if none exist
  - **Database/CRM cleansing** – consolidate, standardize and cleanse data from multiple legacy systems/lists for conversion to single CRM system using a proven four step methodology.
  - **Data Quality Maintenance Programs** - Create a repeatable and scalable account/contact audit, cleansing and exception process to maintain your database on a recurring basis.

# SaleBuild List Services

- **Contact Validation and Replacement** – provides validation for your customer and prospects database, ensuring that each contact is active and all contact information is accurate.
- **Contact Discovery** – provides a fully customized and validated database of leads that exactly match your target market profile by job title, industry or any other attributes desired.
- **List Purchase** – enables you to acquire a list for unlimited use from our highly accurate proprietary database of over 1 million executive decision makers. Selects available include geography, industry, size of business and IT profile, and we continually append, update, and cleanse our contact database in order to guarantee its accuracy.

# SaleBuild CRM Methodology Overview



# Extensive Experience - 3 of 28 Current Programs

Client Description	Process Description
Our Fortune 500 Client is an innovative industry leader in servers, storage, software, and services with a 100 percent focus on network computing.	Company has acquired 4 companies over past year. SaleBuild has consolidated and cleansed 3 different CRM packages and 4 databases in the span of two months. This cleansing is based not only on confirming and filling out missing information but also on Corp HQ, Territory, size by revenue & Number of employees. Accuracy rates in legacy databases was < 60%, post cleansing the consolidated database has above 92% accuracy. Currently building out profiles on cleansed contacts to isolate prospects based on 7 criteria provided by Client
Our client offer robust, field-proven, highly available storage solutions (>99.99% data availability), they are the acknowledged industry leader in Network Attached Storage	We discover Right Party Contact (RPC) for this client through tele calling into the companies for the person responsible for the purchase of Network Application Tools/ Storage Architecture. The contact information comprises of Name, Title, Direct number and the email address. 3 criteria regarding current NMS architecture and 2 regarding projects / budgets are also collected
A Fortune 500 company, involved in extensive consulting, system integration & outsourcing. They reflect a deep understanding of real-world business challenges.	Ongoing Maintenance. Filtration of inbound leads from web hits / sign ups, marketing events, purchased databases. Comparison against existing database, dedupping, cleansing and updating, isolation of possible prospects. Profile of prospects based on 9 criteria, followed up by research to map those contacts that would be possible prospects

# SaleBuild Data Services Advantages

- Accurate data cleansing and list building is not a completely automated process. Human intervention is needed to guarantee the highest level of accuracy. SaleBuild can deliver cost effective solutions to meet the needs of any client.
- SaleBuild's unique combination of US and offshore resources enables our teams to deliver solutions which are best of class and scalable while still being highly cost effective.
- SaleBuild data and list offerings are typically priced per contact with an accuracy guarantee, while our competitors charge hourly rates for "best" efforts with no guarantees.
- SaleBuild offers continuous data maintenance program options that ensure clean data is maintained cost effectively throughout the full term of contract – ensuring your sales and marketing staff never wastes time or money on bad contact data
- SaleBuild's accuracy guarantee and warranty is unmatched in the industry.



