



## Focus Lite

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### Huge, modelled IT usage data

Corpdata have invested 5 years of research and development into creating a modelled IT usage file with the accuracy you would expect from us. We engaged a Knowledge Transfer Partnership Associate to work with us and Plymouth University to deliver accurate modelling. He was also assisted by the University of Dortmund in Germany who he visited to gain specific data mining and modelling skills. The project lasted 3 years and the Associate then went on to work at the world leading high-energy particle physics laboratory, CERN in Switzerland.

Corpdata spent a further 2 years refining the modelling techniques and testing the models. Now we are confident the data provides you with fantastic outcomes. **Focus Lite** offers 5 banded numerical attributes.

### Targeted campaigns

With up to 15 key contacts in each company, including IT decision makers, you can be certain of getting your message to the right person.

You can target by:

- Location
- Decision making responsibility
- Number of employees
- Industry sector or activity
- Email addresses

... and IT infrastructure specifics:

- Number of desktop computers
- Number of laptops
- Number of servers
- Number of computers in total
- Number of IT staff
- ... and much more

### Fully compliant

Corpdata data fully complies with all personal data protection laws including GDPR.

### Quality guarantee

The quality of your data is guaranteed. The 2 for 1 money back guarantee ensures you get every ounce of value from your data.



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business data you can trust



## Focus Lite - Licensing & Pricing

1 Month License	Rolling License	12 Month License
Unlimited use for 1 month	Unlimited use during license term	Unlimited use for 12 months
<b>Initial license</b> £300/1,000 records  <b>Ongoing monthly license</b> None  <b>Data updates</b> None	<b>Initial license</b> £300/1,000 records  <b>Ongoing monthly license</b> £70/1,000 records  <b>Data updates</b> Twice monthly	<b>Initial license</b> £780/1,000 records  <b>Ongoing monthly license</b> None  <b>Data updates</b> Twice monthly

### Decision Makers Available

- Computing
- Networking
- eCommerce
- Senior
- Financial
- Marketing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Health & Safety
- Fleet
- Call Centre
- Customer Services
- Facilities

### Data Attributes Available:

Contact name	No. of employees
Job title	Turnover
Company name	Trading activity
Company address	Email address
Telephone number	Web address

### Full Focus Lite Intelligence

#### Attributes:

Number of IT Staff  
 Number of Desktop Computers  
 Number of File Servers  
 Number of Laptops  
 Number of Computers Total

#### In the following bands:

<b>A</b> - 0	<b>F</b> - 26 to 50
<b>B</b> - 1	<b>G</b> - 51 to 100
<b>C</b> - 2 to 5	<b>H</b> - 101 to 250
<b>D</b> - 6 to 10	<b>I</b> - 250+
<b>E</b> - 11 to 25	

Focus Intelligence available at 50% surcharge



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