



## Focus Lite

Corpdata is launching a new data products called Focus Lite, based upon our market leading IT Focus product. The hot news is this extends IT usage information to over 170,000 telephone researched contactable records.

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 particle physics laboratory, CERN in Switzerland.

We spent a further 2 years refining the modelling techniques and testing the models. Now we are confident you will be very happy with the outcomes.

We are launching Focus Lite with it with 5 attributes, but others will be added in the near future when we are able to be entirely confident of the quality of the output.

Please be aware this is a modelled data product, it will include some inaccuracy in the modelled demographics, but the contact details are still covered by our 2 for 1 quality guarantee.

### Attributes:

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

### In the following bands:

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



INVESTORS  
IN PEOPLE

Call us on: 01626 777 400  
[www.corpdata.co.uk](http://www.corpdata.co.uk)



## Licensing & Pricing / Focus Lite

Single Use	Rolling License	12 Month License
Contact name Job title Company name Company address	Contact name Job title Company name Company address Telephone number No. of employees Turnover Trading activity Email address Web address	Contact name Job title Company name Company address Telephone number No. of employees Turnover Trading activity Email address Web address
Single mailing campaign only	Unlimited use during license term	Unlimited use for 12 months
<b>Initial: £280/1,000 records</b> <b>No Rolling Monthly</b>	<b>Initial: £300/1,000 records</b> <b>Rolling: £70/1,000 records per month</b>	<b>Initial: £780/1,000 records</b> <b>No Rolling Monthly</b>

### Decision Makers Available

- Senior
- Financial
- Marketing
- Computing
- Sales
- Purchasing
- Telecommunications
- Human Resources
- Health & Safety
- Networking
- Fleet
- eCommerce

### Full Focus Lite Intelligence

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Number of Computers Total

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Focus intelligence available at 50% surcharge