



## Telecoms Focus

Derived from telephone research and with an average data age of just 94 days, the Telecoms Focus product is an invaluable guide for anyone marketer in the telecoms industry. It boasts coverage of the telecoms infrastructure of many of the UK's largest telecoms users including size

of installation, technologies used and telecoms spend.

With accurate information for the contact details of the Telecoms Decision Maker, you are certain for getting your message to the right person.

### Targeting Possibilities:

Geographic  
Decision Maker  
Employee Size  
Head Offices  
Industry  
Email Addresses

#### Mobile

Number of mobile handsets on site  
Quarterly mobile spend

#### Call Centre

Types of call centre on site  
Number of call centre seats on site

#### PABX Switch

PABX installed on site  
PABX brand and model

#### Fixed Wire

Number of fixed wire lines on site  
Fixed wire quarterly spend

#### Usage Details

Use Voice Over IP (VOIP)  
Use online conferencing (e.g. Skype)  
Use smartphones  
Use premium rate numbers  
Use non-geographic numbers  
Use freephone numbers



INVESTORS  
IN PEOPLE

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## Licensing & Pricing / Telecoms Focus

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: £420/1,000 records</b> <b>No Rolling Monthly</b>	<b>Initial: £450/1,000 records</b> <b>Rolling: £105/1,000 records per month</b>	<b>Initial: £1350/1,000 records</b> <b>No Rolling Monthly</b>

### Decision Makers Available

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

### Full Telecoms Focus Intelligence

No. of fixed wire lines	Use Voice Over IP
Fixed wire quarterly spend	Use online conferencing
No. of mobiles on site	Use smartphones
Mobile quarterly spend	Use premium rate numbers
PABX type	Use non-geographic numbers
PABX age	Use freephone numbers
Type of call centre	
No. of call centre seats	

Focus intelligence available at 50% surcharge