

**IBM Partner  
Pricing**

**Hoovers Online  
Starting at  
\$990 per seat!\***

*\*multiple seat  
discounts available*

**Ready to Order?**

**Click below!**

<http://www.hoovers.com/offers/ibm-partner-offer.html>

**Here is to a  
Successful  
2013!**

**Hoover's**  
Prospector

***Hoovers Prospector with Family Tree includes...***

**Unlimited Searching and Viewing:**

- Approximately 85 million company profiles from the D&B Marketable Database with 100 million contact names and 14 million email addresses available with the ConnectMail module.
- Approximately 42,000 proprietary companies covered by the Hoover's editorial staff for a "deep dive" into the worlds leading public and private businesses

**List Building:**

- Run real time counts using over 50+ data points and download lists into Excel or CSV formats – 1,000 unique downloads per license

**Family Trees:**

- Full corporate hierarchies on approximately 3,000 organizations worldwide (with download capabilities)

**Alerts and Triggers:**

- Alert of real time changes and events on specific companies within your customizable "watch lists"

**News, Press Releases, and Public Filings:**

- One month of archives to view historic public information available on organizations

**Notes, Tags, and My Contacts Rolodex:**

- Tools allow for user added content to keep organized based on personal preferences

**Analyst Reports:**

- Full analyst reports plus a summarized level of optimism from the analyst community on over 1,800 leading global organizations

**Competitive Landscapes:**

- Comparative key numbers on specific companies in a common industry as well as industry median data

**Current and Historic Financial Data/Charts:**

- Assess trends, opportunities and challenges within a business over a 10 year period

**Questions?**

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***Hoovers offers several modules to enhance content and improve workflow within CRM!***

### First Research

*First Research information is designed to help end users open doors and close more deals based on critical insight regarding a prospect's industry!*

### ConnectMail

*Hoover's ConnectMail gives you the power to target and connect with millions of key decision makers. Combine ConnectMail with Hoover's comprehensive company and industry insight and you'll be able to make those connections grow into leads that generate sales!*

#### First Research Industry Module:

- Gain editorialized industry profiles directly within Hoover's Online for approximately 360 vertical markets.
- These profiles include industry overviews; challenges; trends and opportunities; call preparation questions; newsworthy events; etc.
- Specifically written to enable Sales and Marketing professionals to be more efficient, credible, and ultimately drive more revenue.

#### ConnectMail Module:

- ConnectMail credits are used to unlock email addresses and direct dial phone numbers on specific contacts within Hoover's Online.
- This email and direct dial phone content can be found on contacts within a specific company or within our "Build-A-List" prospecting tool.
- There are approximately 14 million U.S. contacts within Hoovers which have email addresses available.
- You can purchase specific quantities of ConnectMail credits based on your specific needs.

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