

Have You Discovered OneSource?

Providers of Global Business Intelligence on
Millions of Companies and Executives Worldwide



infogroup / OneSource

www.OneSource.com 866 222 4213

Australia China India Hong Kong Japan Korea Singapore United Kingdom United States

About OneSource

OneSource®, a recognized leader in global business information services, delivers unparalleled company, executive and industry intelligence that make business professionals more effective and productive in completing their critical daily tasks.

Our Content

OneSource combines and organizes content from over 2,500 information sources supplied by 50 world class content providers creating an unequalled information resource. This includes public and private company profiles, executives, corporate families, industries, financials, news, analyst reports, trade and business press articles. In addition, OneSource editors collect, edit and update specific, valuable information such as in-depth private company business descriptions, executive contacts and merger and acquisition activity.

OneSource links all of its information on over 18 million companies and 25 million executives worldwide, resulting in the most extensive and reliable company linked repository of business information of its kind in the world.

OneSource has thousands of clients worldwide across a range of industry sectors and functions including professional services, financial services, recruitment, procurement, corporates and technology companies.

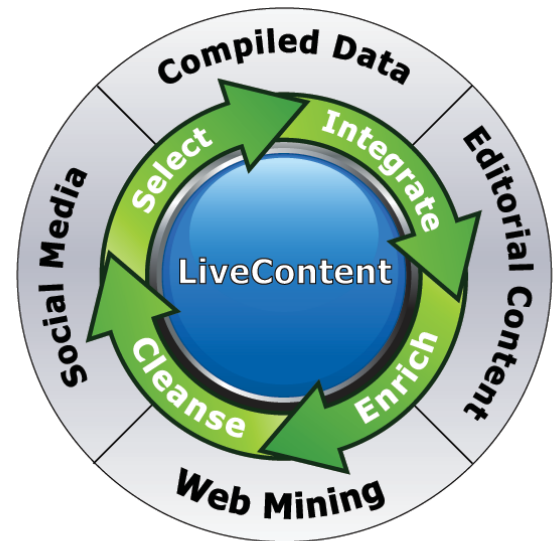
OneSource is available via personalized web-based subscriptions to our Business Browser or iSell services or from within enterprise applications ranging from major CRM systems to internal portals, and from risk management tools to Microsoft® Office documents.

Why OneSource?

- Target the right prospects and generate more sales leads
- Identify and research key executives
- Manage clients more effectively
- Get in-depth knowledge of your suppliers
- Stay on top of industry trends and news
- Monitor competitors
- Save time searching for information

The LiveContent™ Advantage

The LiveContent Platform blends together the best content from over 50 data suppliers and thousands of information sources using a proprietary process to select the best content sources, integrate the information, enrich it, and cleanse it.



LiveContent fuses data from multiple sources, removes duplicates, and synthesizes the information down to the data-element level. For example, it can pull a bio from one data source, a job title from another, and an email address from yet another, combining these into a consolidated contact.

Compiled Data

Data assembled from directories and proprietary databases including Infogroup's best-in-class databases and data licensed from third-party content providers.

Editorial Content

Content developed by editors tapping into news feeds and research reports to review and enrich information.

Web Mining

Information automatically mined from corporate websites, blogs and other publicly accessible sources of Internet content.

Social Media

Content contributed by users through social networking sites, user contributed data exchanges and self-publication.

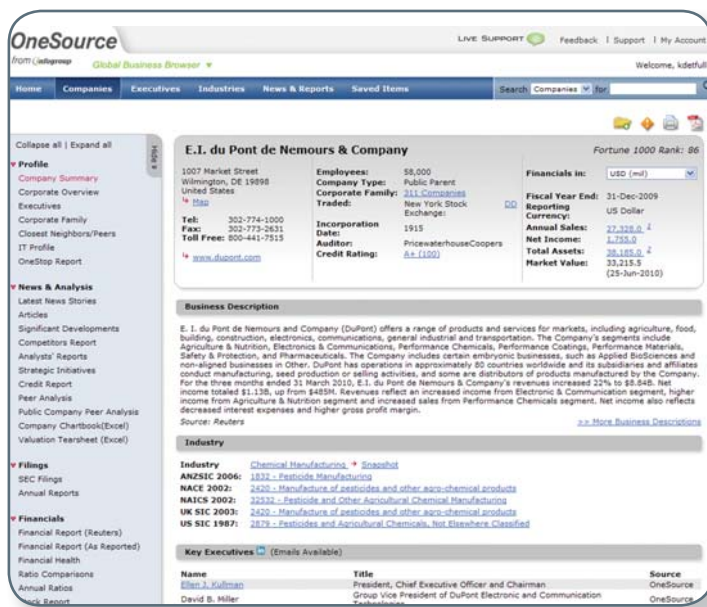
OneSource Business Browser Global, Regional and Express Editions

OneSource Business BrowserSM provides a comprehensive view of a company's business, history, competition, industry, strengths and weaknesses, executives and their biographies and affiliations, company announcements, news and trade press coverage, broker analysis and commentary, financial health and more.

Business Browser regional editions cover North America, United Kingdom, Europe and Asia Pacific. These can be purchased separately or combined to cover the regions you require.

Industry information includes comprehensive market research reports, market size, sectors and forecasts, top players, news and analyst reports.

All OneSource information is searchable by multiple criteria. Choose from a library of standard reports, or build customized reports and analyses. Use Alerts to track company, topics and news of your defined interest.



Global Business Browser delivers:

- Information on over 18 million public and private companies
- Information on over 25 million executives across all levels and functions
- Global Analyst reports and market research
- Global public company financials and European private company financials
- Combined and organized content from over 2,500 information sources supplied by more than 50 world-class content providers

OneSource iSell: Taking Sales 2.0 to the Next Level

Transforming Sales to Drive Revenue

OneSource iSell transforms sales by understanding the ideal targets for each sales professional and then continuously delivering the most timely and relevant opportunities personalized by their profile.

With iSell, sales professionals can focus their efforts where there is the greatest opportunity, resulting in greater revenue and improved sales productivity.

Delivering the Hottest Opportunities

Only iSell delivers an automated feed of the hottest prospects for each sales professional prioritized by:

- Relevance by target industry, company size, geography, etc.
- Sales triggers, such as new funding, executive changes, office moves, product launches, or other critical events
- Depth of information available to quickly reach the right person

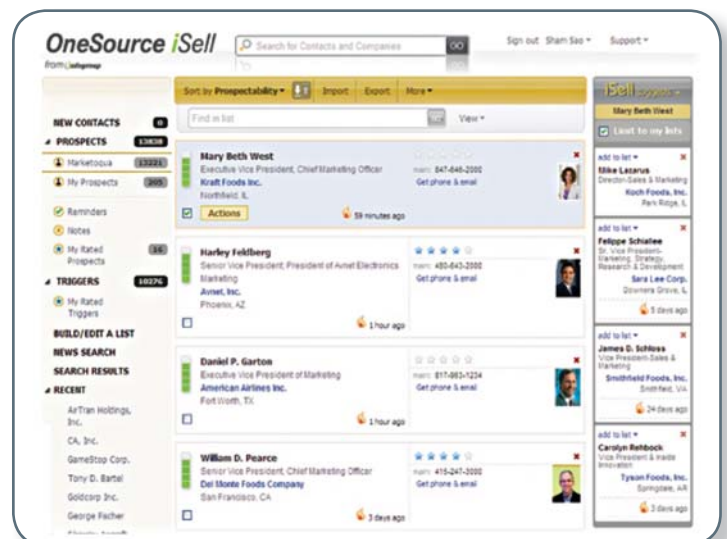
Increasing Sales Productivity & Driving Revenue Growth

Increasing Sales Productivity

- CRM integration and export capabilities to support your sales process
- Integrated access to all types of sales intelligence in a single place

Driving Revenue

- Prospectability indicator prioritizes based on accounts with the greatest opportunity
- Recommendations from "iSell Suggests" highlight potential hot prospect



OneSource for Salesforce

Out-of-the-Box CRM Integration

OneSource for Salesforce enables sales teams to increase time spent on direct selling while improving the completeness and depth of business data in the CRM. More complete prospect profiling drives user adoption, ensures proper lead assignment, facilitates territory alignment and increases sales engagement.

Import Companies, Contacts & Emails

As new accounts are added to your Salesforce database you can automatically match and append relevant OneSource company information to the record, minimizing time spent on manual entry and reducing input errors. Populate your database more completely and easily.

Compare OneSource and internal data side-by-side; accept or reject information at the field level with a single click, and even import email addresses when importing contacts.

Standardize and Automate Your CRM System

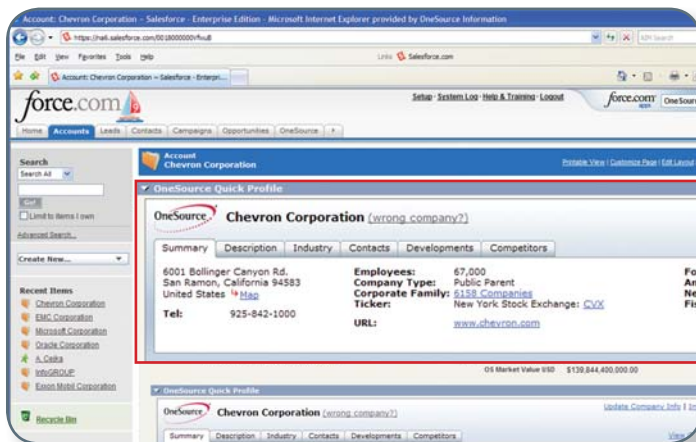
Using OneSource for Salesforce you can promote CRM data integrity by standardizing data and populating missing fields, increasing the completeness and consistency of your prospect and customer database.

Process Automation:

- Populate account, lead and contact fields with standardized data, which can be used to trigger workflow rules
- Set lead assignment rule, source, owner and/or campaign fields when importing new leads
- Auto-importation of corporate parent linkage when updating an existing account

OneSource for Salesforce provides seamless integration of business and contact data, including:

- 18 million public and private companies
- 25 million corporate and 290,000 US government contacts
- 40,000 US government agencies with 150,000 email addresses
- 8 million corporate email addresses



Data Services

Get More Value from Your Databases

How Do OneSource Data Services Drive Success?

OneSource helps businesses to enhance, manage, integrate and prioritize data. Research shows that businesses modeling data management best practices can see up to a 66% lift in revenues.

By helping businesses organize, enhance, analyze and deploy data more effectively OneSource enables better strategic decision-making—uncovering market opportunity by identifying underexploited sectors. OneSource helps to drive effective tactical execution—improving segmentation, lead distribution, and by enabling tailoring of marketing campaigns.

How Does OneSource Work with Clients?

The OneSource team works collaboratively with organizational stake holders to define business objectives and identify key data management challenges. The project plan developed may include data integration into a CRM, portal or intranet using OneSource's proprietary content matching tools.

Data Analysis

Where there is untapped market opportunity for your organization? Which customers are your most profitable? OneSource can analyze your sales and marketing data to help you answer these questions, resulting in better market alignment and sales focus.

Data Enhancement

OneSource can analyze and augment a customer's internal databases to assess the quality and completeness of available information. Using proprietary technology and the freshest, most complete data delivered via the LiveContent Platform, OneSource can append missing information, de-dupe and standardize records for maximum utility. This is especially critical when merging databases, to drive lead distribution and prioritization.

Data Extraction

OneSource provides data extracts in multiple formats to help marketers create targeted, high-impact campaigns to key decision-makers, helping sales managers align territories, or for integration into a customer database. Select from millions of public and private companies and executives—worldwide.

Transform your CRM system into a rich repository of accurate and timely business information for quicker qualification of prospects and leads.