



Corporate Tracker™ is the leading business information resource for sales and marketing professionals in the technology industry.

▣ **Generate New Leads and Win More Clients.**

We specialize in providing in-depth information to help technology sales teams research their prospects and identify the key I/T decision makers they need to generate new leads and win more clients.

▣ **185,000+ Companies & 1,250,000+ Decision Makers.**

Corporate Tracker provides an unparalleled depth of information. In addition, we track companies ranging from the Fortune 500 and Fortune 2000 to mid-market corporations and academic institutions so as your target market continues to grow and evolve, Corporate Tracker will have the data you need.

▣ **Daily Tracking & Powerful Email Alerts.**

Corporate Tracker provides advanced searching capabilities so you can find the exact information that you are looking for. Daily Tracking coupled with our powerful email alerts allow you to save time and stay abreast of new opportunities and changes taking place within the prospects and clients you are tracking as they are happening.

▣ **Continually Updated.**

Corporate Tracker's intelligence base grows each day to provide you with a continually updated, dynamic resource to help you close more business

▣ **Key IT Decision Makers**

Corporate Tracker doesn't just provide C-level executives, but goes deep within the organizational structure of the companies, governments and academic institutions that we track. This ensures that you are able to identify the decision makers and influencers (no matter what size company) that allow you to grow your business. Here are just a few examples of some of the titles that we track:

Access hard to find decision makers:

- I/T Managers and Directors
- Compliance and Risk Mgmt
- Sales and Marketing Managers
- Mid-Level Security Managers
- Network and System Administrators
- Financial Officers
- C-Level Executives

To find out more about our capabilities, request a demo today.

▣ **Daily Sales Information**

Corporate Tracker monitors over 185,000 companies and 1,250,000 executives on a daily basis. Our powerful technology allows you to monitor key events and changes to make sure that you stay on top of your best clients and prospects.

- **Daily Event Tracking:**
We track the following events on a daily basis. Utilize our powerful searching capabilities or our customized daily email alerts to receive notification when these events take place.

- **New Executives:**
Everyday Corporate Tracker is adding new decision makers to our company profiles. This ensures that our accuracy remains best-in-class and that your sales and marketing team have a constantly growing source of new leads and prospects.
- **Company Watch Lists:**
With Corporate Tracker you can create company watch lists that allow you to track specific clients and prospects on a daily basis. When a change or event takes place on that company, we'll send you an email.

▣ Detailed Company Profiles

Corporate Tracker™ provides daily updated, in-depth profiles on 185,000 companies and 1,250,000 decision makers. We track detailed profiles at the following types of organizations

- Fortune 2000 companies
- Mid-Market Corporations
- Federal and State Governments
- Academic Institutions

Each of our profiles provides details on key decision makers including mid-level managers and I/T directors that are critical to the buying decision and extremely difficult to identify. All of our information is updated on a daily basis and provided via a cutting-edge on-line system to allow you to analyze the marketplace and search for the exact prospects that you are looking for.

▣ Fortune 500

Corporate Tracker provides you with a listing of the Fortune 500 (plus thousands of other companies) along with key IT contacts and technology implementations.

- **Lists the Technologies your Prospects are Implementing.**
Before you get introduced to these executives, you need to know as much as you can about their business to maximize your opportunity.
- **Social Networking Capabilities.**
Once you have the right contacts, you need a way to be introduced to them and you need to understand how they do business. With Corporate Tracker, our social networking feature will help find people that you know who can introduce you to these key decision makers.

Corporate Tracker does more than just provide you with a basic profile and financial information, it actually educates you on the technologies your prospects are implementing, so you'll know how your solution fits into their infrastructure and the benefits it will bring.

▣ About Us

Infinata is part of the Financial Times Group, publisher of the Financial Times newspaper and FT.com. FT Group is a division of Pearson plc, the international media group.

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