

# DecisionMaker® IT Marketplace Database

Gain instant access to nearly 3.1 million computer industry executives and decision-makers with the *DecisionMaker® IT Marketplace Database*.

E-List Available

- ◆ Target professionals who are responsible for over 70% of all purchases made in the information technology market at over 585,000 locations.
- ◆ Reach IT decision-makers who are receptive to offers for:
  - ◆ Catalogs
  - ◆ Computer-Related Products & Services
  - ◆ Seminars
  - ◆ Subscriptions
  - ◆ eCommerce Software
  - ◆ Telecom Systems & Equipment

DM2 DecisionMaker® Databases are more than just a masterfile. They are custom built databases that start with all of our individual, high quality, direct response lists and end with custom built, single-source databases that provide marketers with both "deep data" selectivity and larger volumes of names.

The DecisionMaker® Databases are unique to DM2 and updated every other month. Contact a DM2 Account Executive for up-to-the-minute counts.

Source: Comprised primarily of controlled circulation subscription files, and also includes business directories & database listings and trade show attendee files.

**Size of List: 3,068,263**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Area/Level of Responsibility	\$15/M
Business Type	\$15/M
Buying Authority	\$25/M
Canadian Names	\$10/M
Certifications Currently Held	\$10/M
Computer Systems On Site:	
Class of System	\$15/M
Specific System	\$30/M
Database Software Installed	\$30/M
Employee Size	\$10/M
Fortune 1000	\$15/M
Home Address	n/c
Internet Usage	\$20/M
Management: Area of	
Responsibility	\$15/M
Multi-Source	\$10/M
One Per Location	\$10/M
Operating Systems/Network	
Operating Systems On Site	\$25/M
Programming Languages	
Used/Planned	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
Server Software	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M

**Base Price: \$145/M**

## Multi-Channel Pricing

**Mailing/E-Mail: \$515/M**  
**Mailing/Telemarketing: \$240/M**  
**Mailing/E-Mail/Telemarketing: \$615/M**

**Size of E-List:  
520,706**

**E-List Base Price:  
\$485/M**

**SEE ALSO:**  
**CommVerge (Former Subscribers)**  
**Datamation (Former Subscribers)**  
**ECN**  
**eCommerce Business (Former Subscribers)**  
**EDN**  
**MSI**  
**Scientific Computing & Instrumentation**

State	ZIP Code	Individuals
ME	039-049	11,730
NH	030-038	18,139
VT	050-059	6,293
MA	010-027	97,170
RI	028-029	11,244
CT	060-069	45,135
<b>New England</b>		<b>6.2% 189,711</b>
NY	100-149	188,836
NJ	070-089	114,825
PA	150-196	131,243
<b>Middle Atlantic</b>		<b>14.2% 434,904</b>
OH	430-458	122,210
IN	460-479	60,106
IL	600-629	150,812
MI	480-499	97,104
WI	530-549	63,953
<b>East North Central</b>		<b>16.1% 494,185</b>
MN	550-567	60,445
IA	500-528	29,683
MO	630-658	54,270
ND	580-588	6,714
SD	570-577	7,213
NE	680-693	18,438
KS	660-679	28,673
<b>West North Central</b>		<b>6.7% 205,436</b>
DE	197-199	8,847
MD	206-219	91,437
DC	200-205	41,290
VA	220-246	121,626
WV	247-268	12,517
NC	270-289	74,038
SC	290-299	30,895
GA	300-319	78,527
FL	320-349	134,899
<b>South Atlantic</b>		<b>19.4% 594,076</b>
KY	400-427	31,736
TN	370-385	46,632
AL	350-369	34,090
MS	386-397	15,749
<b>East South Central</b>		<b>4.2% 128,207</b>
AR	716-729	18,580
LA	700-714	26,190
OK	730-749	28,360
TX	750-799	183,001
<b>West South Central</b>		<b>8.3% 256,131</b>
MT	590-599	7,848
ID	832-838	12,356
WY	820-831	4,445
CO	800-816	53,700
NM	870-884	15,133
AZ	850-865	44,285
UT	840-847	22,448
NV	889-898	15,461
<b>Mountain</b>		<b>5.7% 175,676</b>
AK	995-999	5,793
WA	980-994	60,584
OR	970-979	33,958
CA	900-961	381,832
HI	967-968	9,585
<b>Pacific</b>		<b>16.0% 491,752</b>
<b>United States</b>		<b>96.8% 2,970,078</b>
<b>U.S. Territories</b>		<b>0.1% 4,344</b>
<b>Canada</b>		<b>1.2% 37,014</b>
<b>Mexico</b>		<b>0.0% 936</b>
<b>Other International</b>		<b>1.8% 55,884</b>
<b>APO/FPO</b>		<b>— —</b>
<b>Unknown</b>		<b>0.0% 7</b>
<b>Total</b>		<b>100.0% 3,068,263</b>

Minimum Order: 5,000 Names  
 1 year unlimited usage available  
 Prices subject to change without notice  
 Call for any additional costs, conditions and terms.

# DecisionMaker® IT Marketplace Database

Area/Level of Responsibility*	Business Type	Database Software Installed*
Accounting/Finance	77,044	Communications 88,768
Administrative/Operations	323,159	Computer Manufacturer 229,012
Communications	112,777	Computer Related Retailer/Wholesaler/ Distributor 19,648
Consulting	118,069	Computer/Data Processing Services 167,833
Corporate/General Management	1,610,169	Consulting/Outsourcing 31,035
E-Commerce/E-Business	11,810	E-Commerce/Internet Retailer 4,918
Educator	47,646	Education 141,986
Engineering	598,586	Engineering 48,059
IS/MIS/IT	995,573	Finance, Insurance, Real Estate 127,148
Legal	8,254	Government 379,088
Manufacturing/Production	203,763	Internet Services/Development 39,103
Networking Operations	221,742	Manufacturing & Processing 518,542
Personnel/Training	40,980	Medical/Dental/Healthcare 59,822
Project Management	20,395	Research & Development 49,087
Purchasing/Procurement	99,921	Service Industries (computer related) 24,518
Quality Assurance/Quality Control	14,532	Service Industries (non-computer) 97,112
Research & Development	175,708	Software Manufacturer 74,860
Sales & Marketing	103,411	Systems Integrator/VAR/VAD 69,307
Software/Applications Development	214,435	Transportation 22,867
Software Design	91,214	Utilities 18,399
Systems Analysis/Programming	353,137	Wholesale/Retail/Distributor (non-computer) 69,429
Systems Design	164,369	
Systems Operations	208,434	
Technical Support	217,066	
Web Developer/Manager	62,505	

## Employee Size

Less than 20	803,734
20-49	334,607
50-99	304,960
100-249	404,912
250-499	220,622
500-999	235,236
1,000 or More	723,114

## Sales Volume

Less than \$1 Million	352,098
\$1 Million-\$9 Million	269,147
\$10 Million-\$49 Million	177,483
\$50 Million-\$249 Million	109,374
\$250 Million-\$1 Billion	45,785
More than \$1 Billion	40,523

## Server Software

SNA Server	325,956
SQL Server	319,087
Windows 2000 Server	135,405
Windows NT Server	273,744

## Internet Usage

My Company Buys Via the Internet	840,866
My Company Sells Via the Internet	685,668
I Buy Via the Internet on Behalf of My Company	794,035

## Programming Languages Used/Planned

C	325,764
C++	377,256
Java	397,878
Oracle CDE	350,780
Visual Basic	340,982

Source: Publisher's own data

\* Multiple Response

# DecisionMaker® IT Marketplace Database

## Buying Authority\*

Application Development		Telecom Systems and Equipment	162,935	Software	
All Applications Development	437,887	Wide Area Networks	155,678	AI/Expert Systems	1,473,424
4GL/Natural Languages	151,169	Wireless Communications	69,961	All Software Applications	39,629
ADA	5,665	Wireless LANs	54,819	Applications Development Software	210,380
CASE	44,852	Peripheral Equipment		CAD/CAE/CAM/CIM	189,351
Client/Server Programming Tools	70,502	All Peripheral Equipment	975,856	Customer Relationship Management	157,242
Compilers/Languages/Development Tools	344,958	Bar Coding Products	95,734	Data Security/Encryption Software	222,828
Data Warehouse Tools	64,840	Boardware	33,336	Data Warehousing/File Management	209,115
Engineering/Scientific	28,710	CD-ROM	223,403	Database Management	222,059
Groupware	65,534	Color Printers	5,791	Desktop Publishing	94,999
GUI	25,921	Data Acquisition	228,864	E-commerce	182,938
Object-Oriented Tools	87,672	Dot-Matrix Printers	13,496	Electronic Data Interchange	32,641
Testing Tools	51,831	General Peripheral Equipment	447,624	E-Mail/Internet	426,915
		General Printers/Plotters	273,093	ERP (Enterprise Resource Planning)	200,979
Computers		Hardware Components	51,949	Executive Information (EIS)/Decision Support	33,432
All Computers	1,322,163	Inkjet Printers	4,537	Fax Software	73,569
Computer Hardware, Software & Services	873,097	Input Drives Floppy/Hard/Tape Drives	191,291	Finance/Accounting	147,458
Handheld/Pen/PDA	152,770	Laser Printers	42,195	General Software	973,401
Laptops/Portables/Notebooks	392,787	Memory/Mother Boards	169,731	Graphics	56,714
Mainframes/Large-Scale/Supercomputers	43,828	Monitors/Terminals	222,951	Human Resources/Personnel	57,498
Midrange Systems/Small Mainframes/Superminis	88,609	RAID	56,748	Imaging	166,942
PCs/Micro Computers	557,974	Scanners/Hand-Held Scanners	166,672	Java	127,378
Workstations	453,893	Security Hardware	126,195	Manufacturing (MRP-II/CAD/CAM/CIM)	177,528
		Sound Boards	2,770	Mapping/GIS	50,317
Networking/Communications		Storage Products	298,125	Middleware	96,672
All Networking/Communications	972,228	UPS/Surge Protectors/Conditioners	251,265	Multimedia/Presentation Software	89,701
Bridges/Gateways/Routers/Switches	217,671	Video Display Terminals	37,875	Networking/Communications Software	587,265
Communication Systems & Equipment	424,294	Servers		Office Automation/Suites	136,889
Communications/Networking Systems & Equipment	574,776	All Servers	378,346	Programming	7,467
Data Warehouse	55,890	General Servers	360,347	Project Management	127,897
Fiber-Optic Products	7,189	Network Servers	255,398	Report Writers	29,461
Hubs	114,279	Services		Spreadsheet	14,148
ISDN/T-1 Products	70,443	All Services	477,702	Statistical Analysis	26,899
Local Area Networks	228,599	Computer Services	4,777	Testing	92,989
Modems/Multiplexors/Concentrators	206,012	Consulting (including Y2K)	209,179	Utilities	2,336
Network Hardware & Equipment	200,933	E-Commerce	144,079	Systems Management	
Network Interface Cards	183,972	Education/Training	126,924	All Systems Management	281,370
Network Management Systems	153,824	Helpdesk Services	81,783	General Systems Management	196,859
Network Operating Systems	2,547	IT Maintenance/Service	155,935	Operating Systems/Environments	137,745
Network Security	217,156	Leasing	84,654		
On-Line Services/Internet Access	100,895	On-Line Services/Internet Access	172,358		
PC to Host Links	112,628	Software Design/Consulting	25,383		
Remote Access Products	66,123	Supplies	3,397		
		System Development Services	53,856		

Source: Publisher's own data

\* Multiple Response

## Marketplace Database

Operating Systems/  
Network Operating  
Systems On Site\*Computer Systems on  
Site\*Certifications Currently  
Held

10BASE-T	425,803	Laptop/Notebook		Microsoft Certified Systems Engineer	
AIX	431,173	AT&T/GIS	3,442	MCDBA-Microsoft Certification	
Appletalk	320,173	Compaq	120,215	Database Administrator	6,500
Archnet	41,301	Digital	120,215	MCSO-Microsoft Certification Solution	
ATM	406,639	Hewlett Packard	280,903	Developer	7,111
Banyan Vines	160,981	NEC	39,993	MCSE - Win .NET Server	1,795
BTOS/CTOS	9,172	PDA's	183,932	MCSE - Windows 2000	16,532
CICS	189,126	Unisys	118,425	MCSE - Windows NT	85,236
CISCO	108,115			MCSE + Internet	24,500
DECNET	337,305	Mainframe/Large Scale		MCT-Microsoft Certified Trainer	10,874
DOS	704,431	Amdahl	184,623		
Ethernet	734,942	Bull	35,965	Microsoft Certified Professional	
FDDI	436,087	Compaq/Digital	236,356	MCP - Developer Core	20,286
Frame Relay	484,395	Cray	1,754	MCP - Exchange	17,009
General Operating Systems on Site	22,927	Hitachi	70,422	MCP - SQL Server	8,278
IBM LAN Server	333,815	IBM	590,437	MCP - TCP/IP/IIS/Proxy	37,664
IBM Network Architecture	427,237	Tandem	91,238	MCP - Vis Basic/VisC++	9,864
ISDN	425,838	Unisys	148,592	MCP - Win. NET Server	164
LAN Manager	385,848			MCP - Windows 2000	71,830
Leased Lines	262,551	Midrange/Medium Scale		MCP - Windows 3x/9x	34,208
Linux	575,422	Compaq/Digital	236,356	MCP - Windows NT	46,230
Local Talk	68,652	Hewlett Packard	364,628	MCP - Windows XP	886
Lotus Notes	247,736	IBM AS400	317,329	MCP + Internet	25,156
Macintosh	427,401	IBM RS/6000	275,364	MCP + Site Building	3,447
MVS	427,077	Intergraph	33,870		
NFS	381,701	Sun	416,317	Non-Microsoft Certifications Held	
Novell Netware	806,820			Cisco	46,105
OS/2	503,354	PCs		Compaq ASE	50,602
OS/400	513,524	Apple/Macintosh	214,767	CompTIA-A+ / iNET/Network+	8,075
OSI/GOSIP	77,004	AT&T/GIS	3,442	IBM	4,493
PSTN	29,809	Compaq	120,215	Internet	9,622
SMDS	304,233	Data General	2,864	Lotus	4,731
Sun OS/Solaris	550,689	Digital	120,215	MS Office User Specialist	4,669
T-1/T-3	438,291	Gateway	5,685	Novell	37,448
TCP/IP	741,230	Hewlett Packard	392,042	Oracle	7,225
Token Ring	418,367	IBM	489,633	Security	4,810
UNISYS	12,981	Intel	267,037	Unix/Linux	14,713
UNIX	947,282	NEC	39,993		
VAX/VMS	462,078	Silicon Graphics	109,746		
VM	305,112	Sun	350,564		
Warg VS	1,450	Unisys	133,971		
Windows 3.0: 3.1,	739,607				
Windows 95: ME/98/95	1,089,556				
Windows NT: XP/2000/NT	1,183,071				
X.25	274,403				

Source: Publisher's own data

\* Multiple Response