

## The Business Case for Hoover's

More and more companies are realizing the value of business information resources to help generate more revenue faster. According to data compiled by **D&B**, companies that use a business information resource grow **40% - 50%** faster than those that don't. It's no wonder, then, that companies invested more than **\$92 billion** in business information in 2004, an increase of **10%** over **2003**, according to industry analysts at **Outsell, Inc.** Clearly, businesses that want to compete successfully today need the right business information resource.

### Hoover's = Information + Insight

Hoover's staff of business experts focuses solely on researching and analyzing companies, industries, and decision makers. As a result, only Hoover's gives you exactly the information you need to be more competitive and more profitable.

Count on the business information resource that tens of thousands turn to for the insight they need to succeed

## Hoover's global database gives you the most information available for your subscription level

Whether looking to step up sales, expand markets, or find qualified executives, more business professionals are turning to Hoover's to help them quickly zero in on what they need to know. Hoover's combines comprehensive, up-to-date data, including both deep and broad coverage of worldwide companies, decision makers, and industries -- and delivers this insight along with the tools to put it to work.

As one of the world's leading providers of business insight, Hoover's helps you:

- Identify and evaluate potential sales leads, markets, and business partners
- Deepen relationships with current customers
- Assess competitive risks and eliminate threats
- Build presentation-ready reports and customized lists of companies, industries, and decision makers

*You simply cannot find more information on Corporate America in any other single source.*

**BusinessWeek**

## A Single Source for Comprehensive, Up-to-Date Information and Tools

Only Hoover's puts so much business data at your disposal *and* makes it easy to find exactly what you need and apply it to specific challenges in your business. Resources available from Hoover's include:

- **Global Database of more than 16.5 million companies worldwide.** Hoover's in-house staff of business experts turns plain information into insight by creating and updating daily content about the public and private companies driving the economy.
- **Information about 600 industries and more than 16 million decision makers.** Data includes industry overviews and biographies of key people and executives.
- **One powerful tool** to target the specific information you need, including the ability to build and download customized lists.
- **Customized alerts** to keep you abreast of the latest developments on the companies, people, and industries that matter to you.
- **Flexible access** to Hoover's business information, including wireless access via Web-enabled phone or PDA, and integration with leading enterprise software applications.

*Hoover's is the top website designed to speed up your sales process.*

**SellingPower.com**

For more information: | visit: [www.hoovers.com](http://www.hoovers.com)

“The best place we know of to do company research still is Hoover's.”

BARRON'S

Hoover's Delivers Across an Organization

Hoover's value extends throughout the enterprise to all of the following areas:

- **Sales:** Find more qualified leads faster.
- **Marketing:** Identify and analyze new markets.
- **Business Development:** Evaluate potential markets and partners.
- **Strategic Planning:** Perform due diligence for mergers and acquisitions.
- **Legal:** Research corporate relationships and officer affiliations.
- **Procurement:** Research suppliers and financials.
- **HR/Recruiting:** Evaluate candidates for hiring.
- **Product Management:** Manage product position.
- **Competitive Intelligence:** Perform competitive analyses.
- **Information analyst:** Handle research and monitoring of others.
- **Finance:** Analyse financial statements.
- **Corporate Library:** Select content and manage content integration.

Subscriptions: The Information You Need, the Way You Need It

Hoover's different subscription options are tailored to give you exactly what you need to accomplish your specific goals.

- **Hoover's Subscriptions** deliver real-time information and tools through Hoover's Web site (www.hoovers.com). Several subscription levels are available, depending on the depth and breadth of information you need.
- **Hoover's Data Subscriptions** integrate Hoover's business information directly into your workflow through virtually any enterprise application. A choice of 7 different data subscriptions ensures that you get the information you need.

“It's a great place to start research because it does so much of the work for you.”

The New York Times

Access At-A-Glance

High-level overview of the tools and depth of information offered for each subscription level

	Pro	Plus	Plus with Expanded Downloads	Plus with Family Tree	Premium
Depth of Record					
List-Building					
Downloading					
Family Tree					