



BUSINESS INTELLIGENCE & TARGET MARKETING



WHO WE ARE

ABOUT CNCDATA



- ❏ We are a world-class, highly ethical marketing and business intelligence provider with our extensive experience in Asia
- ❏ We enable businesses to succeed rapidly in Asia by providing routes to new and untapped markets
- ❏ We provide value-added target marketing and data management solutions across Asia Pacific Region
- ❏ We enable businesses to maximize their marketing & sales potential by identifying business opportunities and connect with key decision makers
- ❏ We are always focused on achieving our vision - **to be the most highly regarded and trusted data & marketing services provider in Asia**



OUR PRESENCE

OUR DIRECT OFFICES



B2B DATABASE

INSTALLBASE PROFILE

TARGET MARKETING

CALL CENTRE

DATA MANAGEMENT

OUR SERVICES

END-TO-END MARKETING SOLUTIONS

INTELLIGENCE

Hosts 3.5 Million
Contacts Across
1.5 Million
Companies in 23
Asian Countries

- ▣ Database Purchase License
- ▣ Database Rental License
- ▣ Data Append Services
- ▣ Productized Database

INSIGHT

Our Deep-Dive
Profiling Ensures
You Find
Prospects Most
Likely To Buy

- ▣ Deep Company Profiling
- ▣ Decision Makers' Profiling
- ▣ Installed base Profiling
- ▣ Database Management & Improvement Programs

ENGAGEMENT

Value-added
Target Marketing
Services

- ▣ eMarketing campaigns
- ▣ Demand Generation
- ▣ Lead Generation
- ▣ Event Invitations - RSVP
- ▣ Inbound/Outbound Call Center Support
- ▣ Appointment Setting

B2B DATABASE

MAXIMIZE YOUR PROSPECTING EFFORTS

COMPANY PROFILE

- † Legal Organisation Name
- † Address & Contact Numbers
- † Products & Services
- † Website & Social Network Links
- † Classification by Business Nature, Industry, Company Size, SIC, NAICS
- † Extended Profiles: PC Counts, Server Counts, No. of Sites, Revenue, etc.

EXECUTIVE PROFILE

- † Executive Full Name
- † Job Title, Department & Division
- † Direct Contact Numbers
- † Email with Opt-In permission
- † Job Function and Job Level
- † Executive Type : C Level Executives, IT, Sales, Marketing, Purchasing, Procurement, Operation, HR, Admin, Finance Decision Makers.

Get access to our demographic business intelligence and stay assured of having delivered the right messages to the right prospects



QUICK FACTS

† 7	Regions
† 23	Asian Countries
† 1,522,383	Companies
† 3,500,667	Decision Makers
† 606,325	Installed Technologies
† 150	Industries
† 31	Job Functions
† 90%	Universe coverage (Emp > 100)
† 90%	Data Accuracy

B2B DATABASE COUNTS

MAXIMIZE YOUR PROSPECTING EFFORTS




REGION	COUNTRY	COMPANY	CONTACT	BY REGION TOTAL COMPANY	BY REGION TOTAL CONTACT
SOUTH EAST ASIA	Singapore	240,371	438,269	434,939	1,183,971
	Malaysia	86,818	298,969		
	Philippines	42,619	205,922		
	Thailand	41,800	174,757		
	Indonesia	14,653	47,187		
	Vietnam	8,678	18,867		
GREATER CHINA	China	245,287	277,979	343,946	522,115
	Hong Kong	37,904	119,191		
	Taiwan	60,755	124,945		
INDIA	India	666,199	1,504,456	666,199	1,504,456
ANZ	Australia	59,109	253,145	60,718	260,276
	New Zealand	1,609	7,131		
OTHER ASIA	Nepal, Bhutan, Bangladesh Pakistan, Sri Lanka, Maldives Brunei, Cambodia, Laos Myanmar, Papua New Guinea			16,581	29,849
TOTAL				1,522,383	3,500,667

CALL CENTRE

INBOUND & OUTBOUND

QUICK FACTS

- † 1,000,000 + Phone calls a year
- † 180 Agents – Seats
- † 15 Languages
- † 8 Locations in Asia
- † 5 Different Time Zones



Outsource your call center needs to CNCData & concentrate on your core competence to stay ahead of competition

INBOUND SERVICES

- † **Customer Services** - Enhance your customer's level of satisfaction
- † **Sales and Upsells** – Maximise your sales potential
- † **Tech Support** - Assist your customers in solving specific problems
- † **Help Desk Services** - Answer common enquiries about your products or services
- † **Dedicated Hotline** - Hotline support for a period of time or for a long term basis

OUTBOUND SERVICES

- † **Lead Generation** - Gather data on prospective consumer interest on your products or services
- † **Database Updating and Profiling** – Deep profiling of your customers and prospects
- † **Event Invitation** – Enhance responses for your marketing and networking events
- † **Appointment Setting** – An effective sales support for your sales personnel
- † **Market Research** - Gathering, recording and analyzing data about your customers, your competitors and your product's niche market

CALL CENTRE CAPACITY

LOCAL CALL CENTRE WITH LOCAL TOUCH



	SINGAPORE	MALAYSIA	PHILIPPINES	THAILAND	VIETNAM	INDIA	GREATER CHINA
AGENTS	10	45	70	15	10	15	15
LOCATION	Singapore	Kuala Lumpur	Makati City & Cebu City	Bangkok	Ho Chi Minh	Jabalpur-Madhya Pradesh	Shanghai
COUNTRIES COVERED	Singapore Hong Kong Europe (English) South Korea	Malaysia Indonesia Singapore Hong Kong India & South Asian Countries Europe (English)	Philippines Australia New Zealand Europe (English)	Thailand Cambodia Laos Myanmar	Vietnam	India & South Asian Countries	China Hong Kong Taiwan Macau
LANGUAGE	English, Mandarin, Cantonese, Korean	English Malay Chinese –Mandarin Chinese – Cantonese	Tagalog English	Thai, Khmer, Hmong, Khmu, Burmese	Vietnamese	English, Hindi, Urdu, Bengali, Tamil	Chinese – Mandarin Chinese – Cantonese

DATA MANAGEMENT

EXPERT SERVICES FOR ALL YOUR DATA NEEDS



We analyze & build cost effective strategies to turn your data into a
profitable & powerful force

DATA QUALITY AUDIT

How solid is your marketing data? We can perform a data quality audit that will give you a snapshot of your overall data quality, deliverability, cleanliness, etc.

DATA PROFILING

Profiling your data gives you a greater understanding of who your customers and prospects are. It allows you to target your communications efficiently and can help you to retain existing customers and identify prospects who are more likely to become customers.

DATA CLEANSING

CNCData cleans, updates and validates your existing database on a regular basis to keep it current and accurate.

DATA APPEND

CNCData can append and update your existing contact database with active and accurate details like job title, phone, email address, address, website, employee size, decision makers and other company information to run successful multi-channel marketing campaigns.

DATA PROCESSING

We provide off-shore data entry & manpower outsourcing for short term or long term assignments.

OUR LOCATIONS

STRATEGIC OFFICES IN ASIA



UNITED STATES (Global Headquarter)

5927 Priestly Drive, Suite 111, Carlsbad, CA 92008-8800, United States
Tel: +1 (760) 651 0030 | Fax: +1 (760) 579 0273

SINGAPORE (Asia Pacific – Regional Headquarter)

67 Ubi Road 1, #10-11 Oxley Bizhub, Singapore 408730
Tel: +65 6534 9015 | Fax: +65 6534 9016

MALAYSIA

A-20-08, 20th Floor, Tower A, Menara UOA Bangsar, No.5, Jln Bangsar Utama 1 59000 Kuala Lumpur
Tel: +603 2301 7430 | Fax: +603 2301 7480

PHILIPPINES

:: **Makati** : Unit 1103 Liberty Center 104, H. V Dela Costa Street, Salcedo Village Makati City, Philippines 1227
Tel : 8877781-82 | Fax: +63 2 5198117

:: **Cebu** : Unit 414-415, Krizia Building, Brgy. Camputaw, Gorordo Avenue, Lahug Cebu City, Philippines 6000

THAILAND

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Tel : +66 2 1687538

INDIA

1010, Radha Krishna Ward, National Highway -7, Bhantalaiya, Jabalpur, Madhya Pradesh 482002, India

CHINA

530 Room, No.1189 West WuDing Road, JingAn District, Shanghai

VIETNAM

24 No.1 Street, Ward 17, Go Vap District, Ho Chi Minh, Vietnam

ABOUT CNCDATA

CNCData is the primary source of market intelligence focused on identifying business opportunities and key decision makers throughout Asia. Our intelligence is based on in-depth interviews with decision-makers across the region – you leverage our relationships to meet your business needs. We provide access to over 3.5 Million Decision Makers across 1.5 Million profiled organizations within 23 Asia Pacific countries. With our local presence in 8 countries, we provide tailored target marketing programs in Asia Pacific Region.