

# DECISIONMAKER® IT MARKETPLACE DATABASE

Gain instant access to over 7 million professionals with the DecisionMaker® IT Marketplace Database. The executives and decision-makers in this database are in a computer-related industry, have a job title/function in IS/MIS/IT or have a computer-related buying authority.

## DecisionMaker DATABASE

- ◆ Target professionals who are responsible for over 70% of all purchases made in the information technology market at over 4 million locations.
- ◆ Reach IT decision-makers who are receptive to offers:
  - ◆ Catalogs
  - ◆ E-Commerce Software Products & Services
  - ◆ Seminars
  - ◆ Computer-Related Subscriptions
  - ◆ Telecom Systems & Equipment

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 Mardev-DM2 and updated quarterly. Contact a Mardev-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. DecisionMaker® Databases are selectable by source.

**Postal List Size: 7,830,048**

**Postal Price: \$250/M**

**E-list Size: 1,162,991**

**E-list Price: \$425/M**

### SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Internet Usage	\$30/M
Area and Level of Responsibility	\$30/M	Job Function	\$20/M
Business Type	\$20/M	Number of PC's	\$30/M
Buying Authority	\$50/M	Number of Servers	\$30/M
Canadian Names	\$20/M	One Per Location	\$20/M
Company Name Match/Omit	\$50/M	Operating Systems/Networks	\$30/M
Computer Systems on Site:		Programming Language	\$20/M
Class of System	\$30/M	Recency	\$30/M
Specific System	\$50/M	Sales Volume	\$20/M
Database Software Installed	\$30/M	Server Software	\$20/M
Employee Size	\$20/M	SIC/NAICS Code	\$20/M
Fortune 1000	\$20/M	System Management	\$20/M
Geographic Analysis	\$10/M	Telephone Numbers	\$60/M
Home Address	\$15/M		
International Names	\$250/M		

### SEE ALSO

DecisionMaker Management Marketplace  
DecisionMaker Global Marketplace  
Manufacturing and Technology Experts

#### Multi-Channel Pricing

Mailing/Telemarketing:	\$350/M
Mailing/E-Mail:	\$525/M
E-Mail/Telemarketing:	\$550/M
Mailing/E-Mail/Telemarketing:	\$625/M

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

### GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	26,680
NH	030-038	42,566
VT	050-059	14,811
MA	010-027	262,806
RI	028-029	24,806
CT	060-069	105,998
<b>New England</b>		<b>6.3% 477,662</b>
NY	100-149	475,500
NJ	070-089	274,640
PA	150-196	299,457
<b>Middle Atlantic</b>		<b>13.9% 1,049,607</b>
OH	430-458	280,085
IN	460-479	129,578
IL	600-629	357,133
MI	480-499	209,817
WI	530-549	139,805
<b>East North Central</b>		<b>14.8% 1,116,401</b>
MN	550-567	152,350
IA	500-528	65,471
MO	630-658	132,835
ND	580-588	14,854
SD	570-577	16,232
NE	680-693	45,891
KS	660-679	70,725
<b>West North Central</b>		<b>6.4% 498,353</b>
DE	197-199	21,894
MD	206-219	203,273
DC	200-205	97,266
VA	220-246	309,062
WV	247-268	27,117
NC	270-289	195,478
SC	290-299	76,790
GA	300-319	237,419
FL	320-349	392,890
<b>South Atlantic</b>		<b>20.6% 1,561,203</b>
KY	400-427	72,550
TN	370-385	139,141
AL	350-369	85,636
MS	386-397	36,688
<b>East South Central</b>		<b>4.4% 334,011</b>
AR	716-729	44,954
LA	700-714	64,299
OK	730-749	69,068
TX	750-799	542,087
<b>West South Central</b>		<b>9.5% 720,436</b>
MT	590-599	18,440
ID	832-838	30,070
WY	820-831	10,454
CO	800-816	154,893
NM	870-884	36,521
AZ	850-865	126,310
UT	840-847	58,428
NV	889-898	47,133
<b>Mountain</b>		<b>6.4% 482,247</b>
AK	995-999	15,135
WA	980-994	175,803
OR	970-979	87,804
CA	900-961	1,023,454
HI	967-968	24,439
<b>Pacific</b>		<b>17.5% 1,326,618</b>
<b>United States</b>	96.6%	7,566,535
<b>U.S. Territories</b>	0.2%	13,339
<b>Canada</b>	2.6%	199,893
<b>Mexico</b>	0.0%	2,945
<b>Other International</b>	0.6%	47,336
<b>Total</b>	<b>100.0%</b>	<b>7,830,048</b>

## AREA OF RESPONSIBILITY

	Postal	Email
Accounting & Finance	600,142	83,008
Administrative & Operations	812,884	185,241
Communications	613,042	119,021
Consulting	575,555	85,968
Corporate/General Management	3,903,786	651,839
E-Commerce/E-Business	152,487	33,423
Educator	241,532	61,792
Engineering	1,085,556	194,473
IS/MIS/IT	3,503,968	568,040
Legal	28,204	6,549
Manufacturing & Production	353,190	71,364
Networking Operations	1,059,658	175,881
Personnel & Training	238,528	44,799
Project Management	155,475	45,081
Purchasing & Procurement	253,140	57,173
Quality Assurance & Quality Control	81,519	16,671
Research & Development	416,463	49,665
Sales & Marketing	585,325	76,237
Software Applications Development	834,863	154,173
Software Design	90,079	24,063
System Analysis & Programming	320,330	51,470
System Design	313,174	53,174
Systems Operations	544,289	98,025
Technical Support	551,024	93,476
Web Developer/Manager	306,749	58,994

## LEVEL OF RESPONSIBILITY

	Postal	Email
Management Title	5,163,312	920,618
Computer Related Title	3,651,423	596,937

## PROGRAMMING LANGUAGES

### USED/PLANNED

	Postal	Email
C	732,832	134,715
C++	800,871	147,384
Java	1,019,165	153,871
Perl	274,532	51,014
SQL	467,737	90,126
Visual Basic	725,148	137,325
XML	724,924	144,143

## COMPUTER SYSTEMS ON-SITE

	Postal	Email
<b>Laptop/Notebook</b>		
Dell	793,559	164,029
Hewlett Packard	241,595	49,057
Nec	1,050	170
Unisys	73	7
General Laptop/Notebook	2,438,631	434,610
<b>Mainframe/LargeScale</b>		
IBM	32,922	7,137
General Mainframe/ Large-Scale	478,697	91,626
<b>Midrange/Medium Scale/UNIX</b>		
Hewlett Packard	512,978	105,816
IBM AS400	82,061	16,111
Intergraph	437	95
Sun	180,942	35,938
General Midrange/ Medium Scale	463,091	86,748
<b>PC's</b>		
Apple/Macintosh	157,358	35,364
Dell	957,954	196,130
Gateway	87,442	19,258
Hewlett Packard	396,747	79,132
IBM	161,627	31,676
Nec	2,714	565
Silicon Graphics	18	5
Sun	53,050	9,174
Unisys	610	93
General PCs	2,449,347	436,592

## BUSINESS TYPE

	Postal	Email
Communications	193,661	34,834
Computer Manufacturer	335,380	44,762
Computer-Related Retailer Wholesaler/Distributor	56,614	16,831
Computer/Data Processing Service	831,687	125,020
Construction	74,429	10,006
Consulting/Outsourcing	316,006	53,714
Education	582,062	135,077
Engineering	60,104	14,012
Finance, Insurance & Real Estate	545,291	94,576
Internet Services/Development	43,448	3,146
Government	648,646	169,385
Manufacturing & Processing	1,052,162	152,587
E-Commerc/Internet Retailer	52,528	10,870
Medical/Dental/Healthcare	281,300	43,139
Research & Development	12,932	3,201
Service Industries - Computer-Related	107,832	15,891
Service Industries Non-Computer-Related	308,305	60,354
Software Manufacturer	29,449	2,014
Systems Integrator/VAR/VAD	196,881	25,443
Transportation	15,110	3,094
Utilities	80,839	22,470
Wholesale/Retail/ Distributor (Non-Computer)	81,469	17,433

## DATABASE SOFTWARE INSTALLED

	Postal	Email
IBM, DB2	447,266	82,225
Jave	501,814	56,698
Microsoft	602,942	111,716
Oracle	648,461	120,763
SQL	703,324	132,100

## NUMBER OF PCS

	Postal	Email
Less than 10	125,978	15,990
10-19	329,800	39,989
20 - 49	451,506	76,702
50 - 99	398,325	73,086
100 - 249	453,502	87,074
250 - 499	250,382	50,982
500 - 999	174,419	36,785
1000 - 2499	156,776	32,580
2500 - 4999	62,594	12,686
5000 - 9999	24,834	5,588
More than 10,000	22,171	5,224

## NUMBER OF SERVERS

	Postal	Email
Less than 10	1,147,337	189,690
10 - 19	444,927	82,883
20 - 49	399,384	75,967
50 - 99	170,526	34,027
More than 100	275,174	52,086

Source: Publisher's own data

‡ Call a Mardev-DM2 Account

Executive for the latest counts.

## OPERATING SYSTEMS/NETWORK OPERATING SYSTEMS ON-SITE

	Postal	Email
AIX	48,025	10,425
ATM	124,100	26,489
Banyan Vines	78	19
CISCO	626,975	131,022
DOS	30,607	5,195
Ethernet	543,274	102,914
FDDI	216	31
Frame Relay	247,682	50,163
IBM Lan Server	96,388	16,822
IBM Network Architecture	845	149
Java OS	537,381	62,961
Leased Lines	10,781	2,727
Linux	1,449,824	205,334
Macintosh	909,567	133,318
MVS	516,916	66,846
Novell Netware	890,484	130,840
OS/2	11,348	1,740
OS/400	541,137	73,430
Palm OS	183,837	-
Sun OS/Solaris	1,077,858	141,460
T-1/T-3	111,241	20,993
TCP/IP	29,599	5,534
Token Ring	965	188
Unix	1,459,133	222,934
Vax/Vms	149,262	2,305
VM	516,477	66,762
Windows 95: Me, 98, 95	1,344,713	178,424
Windows Nt: Xp, 2000, Nt	1,992,973	283,996
Windows 3.0: 3.1, 3.0	917,881	171,771
General Operating Systems	1,024,338	210,305

## SERVER SOFTWARE

	Postal	Email
SNA Server	845	149
Windows NT Server	826,239	154,144
Windows 2000 Server	806,043	149,702

## BUYING AUTHORITY

Applications Development	Postal	Email
All Applications Development	722,198	121,434
4gl/Natural Languages	24,964	3,175
CASE	61,780	9,320
Client/Server		
Programming Tools	154,893	22,984
Compilers/Languages/ Development Tools	406,320	60,247
Data Warehouse Tools	184,067	33,710
Object-Oriented Tools	132,873	18,783
Testing Tools	390,798	99,845

## BUYING AUTHORITY (CONT.)

Computers		
All Computers	1,423,201	264,307
Computer Hardware/ Software/Services	921,295	239,028
Handheld/Pen/PDA	594,342	104,038
Laptops/Portables/Notebooks	514,808	55,684
Mainframes/Large-Scale Mainframes	143,723	4,673
Midrange Systems/ Small Mainframes	4,984	807
PCs/Micro Computers	748,828	105,937
Workstations	592,020	101,876
Networking/Communications		
All Networking/ Communications	2,129,826	356,945
Bridges/Gateways/Routers/ Switch	170,822	22,366
Communication Systems & Equipment	245,407	52,103
Communications/Netwkg Systems	244,946	68,192
Data Warehouse	73,497	18,329
Fiber-Optic Products	92,201	7,262
Hubs	6,990	4,063
ISDN/T-1 Products	12,053	2,400
Local Area Networks	456,462	18,865
Modems/Multiplexors/ Concentrator	11,613	5,678
Network Hardware & Equipment	1,119,570	152,879
Network Interface Cards	2,590	432
Network Management Systems	683,036	145,734
Network Operating Systems	6,872	1,821
On-Line Svcs/Internet Access	54,865	18,149
Remote Access Products	216,270	28,357
Telecomm Systems & Equipment	1,001,610	196,039
Voip Equip & Services	197,716	27,237
Wide Area Networks	419,121	12,082
Wireless Communications	800,564	125,762
Wireless Lans	73,450	10,352
Peripheral Equipment		
All Peripheral Equipment	1,076,630	213,574
Bar Coding Products	51,097	12,057
Boardware	20,594	3,345
CD-Rom	10,709	3,478
Color Printers	8,543	4,189
Data Acquisition	126,091	17,820
Graphics/Video Boards	14,532	7,233
Hardware Components	33,579	6,673
Input/Floppy/Hard/Tape Drives	141,821	27,309
Memory/Motherboards	14,422	3,396
Monitors/Terminals	231,560	24,464

## BUYING AUTHORITY (CONT.)

Peripheral Equipment (Cont.)		
Raid	6,184	3,397
Rfid Products	98,587	19,544
Scanners/Hand-Held Scanners	301,001	27,972
Storage Products	250,599	47,105
Ups/Surge Prot/Conditioners	282,422	41,523
Video Display Terminals	5,068	2,637
General Peripheral Equip	566,835	135,948
General Printers/Plotters	320,985	29,149
Security		
All Security	986,186	168,009
Anti-Virus / Spam Sw	384,255	44,908
Biometrics	137,770	16,620
Database Security	2,003	1,136
Drm/Digital Certificates	19,925	1,410
E-Commerce / Web Security	41,549	6,057
Email Security	104,207	14,776
Encryption/Decryption	269,996	33,107
Firewalls	411,903	38,727
General Security Hardware	826,249	143,124
General Security Software	826,578	140,690
Intrusion Detection	218,054	26,190
Network Security	361,437	22,080
Security Services / Consulting	92,447	12,691
Security Systems	45,324	9,406
Storage Security	15,383	745
Vpn	215,257	8,449
Wireless / Mobile Security	22,639	653
Servers		
All Servers	822,827	128,053
Network Servers	224,234	47,722
General Servers	763,259	116,718
Services		
All Services	1,362,705	230,927
Consulting	399,541	45,306
E-Commerce	289,755	10,301
Education/Training	295,136	72,882
Helpdesk Services	54,870	16,020
IT Maintenance/Service	204,743	39,106
Leasing	19,287	3,117
On-Line Services/ Internet Access	761,833	84,803
Software Design/Consulting	31,766	5,777
Systems Development Services	55,908	12,207

Source: Publisher's own data

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Executive for the latest counts.

## BUYING AUTHORITY (CONT.)

Software	Postal	Email
All Software Applications	2,120,975	395,735
AI/Expert Systems	2,584	970
Applications Development		
Software	672,667	129,058
Asset Management	73,896	11,640
Back-Up/Disaster Recovery	400,166	56,274
CAD/CAM/CAE/CIM	94,423	13,325
Call Center/Helpdesk	167,573	28,109
Collaboration	186,535	46,575
Compliance	72,569	2,121
Content/Document		
Management	197,782	17,587
Customer Relationship		
Management	265,485	23,022
Data Warehousing &		
File Management	655,701	119,019
Database Management	497,556	88,677
Desktop Publishing	275	66
Electronic Data Interchange	5,497	634
E-Commerce	338,443	18,976
E-Mail/Internet	522,719	37,236
ERP (Enterprise Resource		
Planning)	588,762	97,475
Fax Software	1,611	246
Finance/Accounting	109,435	4,195
General Software	1,076,256	258,315
Graphics	28,623	13,216
Human Resources/Personnel	88,331	8,675
Java	90,689	6,378
Imaging	15,729	5,439
Knowledge Management	138,403	7,897
Mapping/GIS	3,305	1,343
Manufacturing		
(CAD/CAM/ERP)	304,916	40,742
Middleware	174,988	36,439
Multimedia/Presentation		
Software	15,273	5,819
Network/Communications		
Software	575,562	157,040
Office Automation/Suites	61,018	18,095
Programming	149,216	32,436
Project Management	119,191	21,125
Scientific/Engineering/		
Research	12,688	2,631
Statistical Analysis	54,877	12,381
Storage Software &		
Hardware	774,620	133,712
Supply Chain	156,031	9,337
Testing	180,833	33,185
Utilities	269,204	69,512

## SYSTEMS MANAGEMENT

	Postal	Email
Operating Systems/ Environments	110,829	29,307
General Systems Management	370,403	92,610

## LEVEL OF GOVERNMENT

	Postal	Email
Federal	329,829	108,701
State/Local	101,120	30,267

## EMPLOYEE SIZE

	Postal	Email
1-19	618,029	85,525
20-49	326,492	49,134
50-99	572,069	85,957
100-249	421,089	70,855
250-499	213,586	36,215
500-999	376,116	67,086
1,000 or More	2,274,033	367,733

## SALES VOLUME

	Postal	Email
Less than \$1 Million	623,520	99,429
\$1 Million to \$9 Million	455,873	73,463
\$10 Million to \$49 Million	378,064	63,974
\$50 Million to \$249 Million	636,451	120,350
\$250 Million to \$1 Billion	352,575	69,400
More than \$1 Billion	853,231	164,437

Source: Publisher's own data

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