



Welcome to the Holy Grail of Installed Data Intelligence

We give you intelligence that no one else has because we see what others can't. We access and analyze billions of unique, unstructured source files and turn them into answers to our clients' biggest questions.



Proven Results, Tested by the Most Demanding Clientele

HG Data has become the de facto standard, trusted advisor and must-have technology partner of the largest and most sophisticated technology companies in the world. Whether it is market analysis, competitive displacement, predictive modeling, marketing campaigns, client retention initiatives or sales playbooks, HG Data allows its clients to target by installed technology at a scale and level of precision never before possible.



Global Installed-Technology Repository

We released our first North American datasets in 2012. Since early 2014, we've collected raw data worldwide. We added a translation engine to handle dozens of native language source files and we're now structuring and normalizing tech installs in over 150 countries.



Smarter & Bigger Every Day

Every day, HG Data indexes more than two billion unstructured data objects across the open Internet, the archived Web and offline resources - including items like B2B social media, case studies, press releases, blog postings, government documents, content libraries, technical support forums, website source code, job postings and much more - to produce a detailed, accurate census of B2B technology installations in use at companies globally.

About HG Data

HG Data is the global leader in competitive intelligence for installed technologies. The world's largest technology companies, the fastest-growing start-ups, and some of the most innovative OEM partners achieve an unfair advantage by using HG Data. Founded in 2010, based in Santa Barbara.



Target prospects by installed technology like never before.

Obsessively updated, our datasets enable incredibly powerful market analysis, competitive displacement, predictive modeling, marketing campaigns, client retention initiatives and sales playbooks.

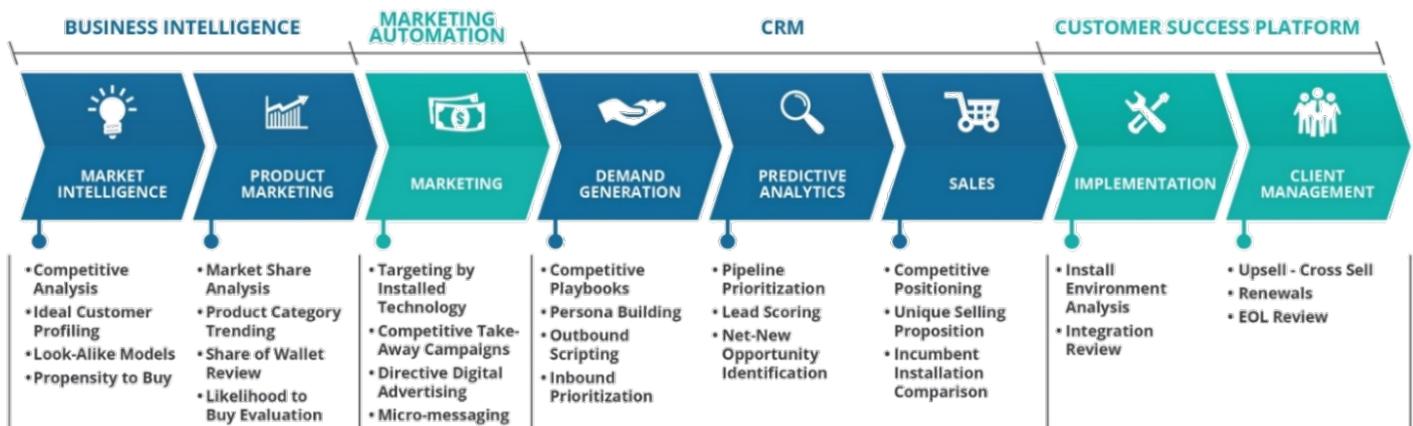
More than 6,600 Technologies Categorized

If a software or hardware is worth tracking, it's likely that HG Data is already doing so. Our our datasets cover all of the major tech categories including:

- Cloud Services
- Customer Relationship Management
- Data Center Solutions
- Enterprise Applications
- Network Computing
- Communications Technologies
- Enterprise Content
- Hardware (Basic)
- Marketing Performance Management
- Web-Oriented Architecture
- IT Governance
- Productivity Solutions
- Project Management
- Software (Basic)
- Vertical Markets

Multiple Use Cases

Once we found a way to build a data set with scale, accuracy, and granularity, we started spending a lot less time wrangling data. We've done the work so all of your customer facing functions can leverage our datasets to begin saving time and money.



Products for Every Department – Direct & OEM Partners

HG Focus – Sales
HG Partner API

HG Audience – Digital Advertising
HG Universe – Enterprise