

THE RIGHT TECHNOGRAPHICS FOR B2B TECHNOLOGY COMPANIES



WHY YOU NEED TECHNOGRAPHICS INSIDE YOUR SALESFORCE CRM

If your company offers a B2B technology product or service, one of the most valuable pieces of information you can know about your account is if they are using a technology product that competes with or complements your own offering. Knowing this allows you to prioritize which accounts to pursue, and reach out to your prospects with a message that's relevant and directly addresses their pain points.

We call this information technographics and it's something that is now available for your Salesforce CRM. Our HG Data for Salesforce app embeds technology installation data directly in Salesforce so your sales and marketing teams can use it to create campaign segments, score and prioritize leads, generate reports, deploy workflows and more. HG Data for Salesforce is available as a Lightning Data app on the Salesforce AppExchange and the install is quick and easy, just like you'd expect from an app so that you can be up and running in minutes without any help from IT.

Technographics from HG Data enable you to get a complete picture of the technology footprint for your key accounts or prospects, including an organization's hardware and software stack.

This is information you can use to **out-market, out-sell** and **outgrow** your competition.



Scott Wong,
Senior Associate, Business
Operations – Systems
Outreach.io

“Our experience with the HG Data for Salesforce app has been terrific. We’ve been absolutely impressed with the accuracy of the technographic data and ease of integration. The actual connection took 5-10 minutes to hook up! We are already leveraging HG Data’s Technographic data to score accounts, which ultimately enables our go-to-market teams to focus on the right prospects at the right times.”

SOLVING THE TECHNOGRAPHICS QUALITY AND SCALE ISSUE

When we started HG Data, we decided our approach to collecting technographics would be based on answering two questions:

1. How do we build the most accurate data set available?
2. How do we do this at scale worldwide?

In order to achieve what we were after, we felt we needed the ability to process as much data as we could so that we could develop accurate, verifiable business intelligence. Doing this would require a solution capable of not just processing clean, pre-parsed data sets, but also extracting facts from billions of messy, unstructured documents in a wide range of formats. This was a problem that had never been fully solved at the scale in which we operate.

In our case, we felt it was essential to use advanced machine learning and natural language processing (NLP) techniques as part of our data curation process. So we invested in a team of really smart engineers and data scientists to develop algorithms and training sets that can auto-generate rules.

This means that every time we learn something new, whether we get something wrong and want to correct it, or we get something right and want to repeat it, we have a very sophisticated environment and platform that allow us to do that. This is how we achieved our goals of accuracy and scale.



Wanda Pansky

Senior Director of Sales Development

Sage Intacct

“We struggled for years to find high quality data for installed technologies within our prospect base. HG Data not only provides us with great data, but they make it easy for our sellers to consume within Salesforce.com. It’s the most popular data initiative we’ve launched ever!”

“We had been disappointed by the quality and timeliness of other data sources, so when I was first presented with HG Data, I was extremely skeptical. We started with a small dataset so that we could validate its accuracy. The data drove some quick sales wins for us, and soon my entire SDR team was asking for more. The information was so useful and accessible, it became a no-brainer to purchase more.” rates, click-through rates, and engagement — in just our first month, which led to some quick sales wins for us.”



Brian Vass

VP Sales and Marketing Technology

Paycor



HOW WE DERIVE VALUE FOR OUR CUSTOMERS AT SCALE

One of things that sets HG Data apart is the amount of data we process on a daily basis. We don't use models to build our dataset because we know that when you start with really high-quality, factual, and empirical data, you're going to get a better result. We also have a quality team dedicated to purchasing, licensing and vetting documents from a variety of providers, to ensure we build our technographics from the best sources possible.

In brief, we:

1. parse though billions of documents and more than 22 different document types,
2. digitize the information in a massive document repository,
3. use our unique IP, consisting of natural language processing, machine learning, algorithms and analytics, to analyze and provide context for the insights we produce,
4. and perform human validation of statistically relevant samples and independent phone surveys to ensure we're providing our customers with quality business intelligence.

OUR BUILD PROCESS



BILLIONS OF DOCUMENTS ARE
AGGREGATED

Unparalleled and ever-expanding pool of raw data including:
Case studies, whitepapers, press releases, blogs, job postings, gov't documents, and more...



AND PROCESSED THROUGH OUR PROPRIETARY
HG PLATFORM

Using our own curation IP, documents undergo deep analysis via the HG Data Integrity platform to extract previously unseen intelligence



TO PRODUCE
STRUCTURED CUSTOMER INSIGHTS

Empowering you to make
CONFIDENT, ACTIONABLE, DATA-DRIVEN decisions

HG Data build process for technographics



When you're processing documents at this scale, you need to have a system that can quickly tell the difference between words that mean different things, such as:

- Cisco, Texas vs. a Cisco router
- Salesforce CRM vs. a global salesforce

and put them in the right context. These are very simple examples, but there are literally thousands of examples just like this that any solution parsing big data needs to consider in order to scale and derive value. At HG Data, we've had more than seven years of practice developing and refining our algorithms and training sets to extract the right insights for our customers.

The science we've created allows us to consistently aggregate facts at scale. For instance, it's one thing to hear a fact one time from a company on a specific point in time, but it's quite another thing to hear that fact hundreds or thousands of times over an expansive or compressed period of time. When you amass and are able to parse through that much data a clear story begins to emerge about what technologies companies are using, the rate of technology adoption, and other important trends our customers find very useful.

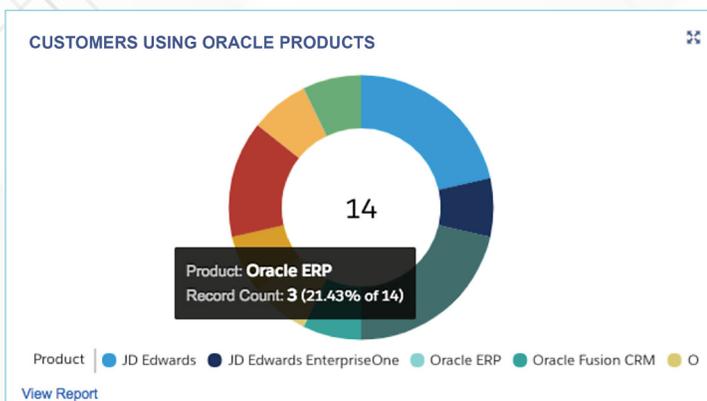
DEMOCRATIZING ACCESS TO TECHNOGRAPHICS

For the last several years, we've been hyper-focused on nailing our technology and data curation process, much less so on creating experiences and integrations around that data. Consequently, we've sold our data primarily to Fortune 500 or Fortune 1000 technology companies because they are the ones with the staff knowledgeable enough to work with large and complicated data feeds.

Now that we've established our expertise in the technology and data aspects of our business, we're entering the next phase in which we're democratizing access to the intelligence our data provides. Our goal is to make sure that all companies in the B2B world, including small to midsize companies, are as successful with our data as our Fortune 500 customers, many of whom have been using our technographics for years.

One big step we've taken in that direction is the release of our new HG Data for Salesforce App, which allows teams to use technographics directly from Salesforce, the most widely-used CRM.

Learn more about [HG Data for Salesforce](#)



Technographics tell you how many companies use a specific technology

Sales Home Chatter Opportunities Leads Tasks Files Accounts

Tesla

HG Data Technologies (6+)

| ID | VENDOR NAME | PRODUCT |
|----------------|-------------|------------------------|
| a02410000LuStk | Aconex | Aconex |
| a02410000LuStI | Autodesk | Autodesk Constructware |
| a02410000LuStI | Nemetschek | Bluebeam Revu |
| a02410000LuStd | Infor | Infor Baan |
| a02410000LuStg | Microsoft | Microsoft Dynamics |
| a02410000LuSte | Microsoft | Microsoft Dynamics AX |

Technographics show technologies installed at individual accounts



ABOUT HG DATA: THE TRUSTED LEADER IN TECHNOGRAPHICS

HG Data offers the most comprehensive technographics in the industry, indexing billions of unstructured documents each day – including B2B social media, case studies, press releases, blog posts, government documents, content libraries, technical support forums, website source code, job postings, and much more – to produce a detailed census of the technologies companies use to run their business.

Learn how you can start using technographics to maximize the impact of your marketing and sales programs by visiting our [technographics page](#).

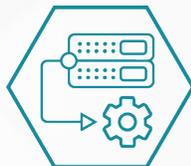
BEST IN CLASS TECHNOGRAPHICS

WHO



Company/
Prospect

WHAT



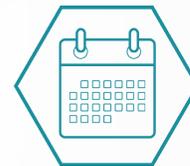
Technology
Stack

WHERE



Physical/Cloud/
Geography

WHEN



Verification
Date

USED AT OVER
12,400,000
LOCATIONS
GLOBALLY

OF
8,000+
TECHNOLOGY
PRODUCTS

MANUFACTURED BY
4,000+
TECHNOLOGY
VENDORS

OVER
83,000,000
TECHNOLOGY
INSTALLATIONS

VERIFIED BY
369,000,000
DISTINCT DATE
STAMPS

