

INTELLIGENT DATA MAPPING

INTRODUCTION

There are many aspects to running a business that are easy to handle, then there are those other tasks that aren't that simple. Creating a custom roll-up system isn't one of the easier things to do, while managing data inconsistencies is another task that ranks rather high up in the difficulty level. As much as you hate them these tasks have to be done, or relegated to someone else. Shouldn't you be spending less time with these operations and more time running your business? To help you with this, Vyakar has preconfigured most sought-after and most time-consuming data exercises.

INDUSTRY

Companies often purchase datasets with SIC and NAICS codes to represent what industry they engage in and make sure prospective clients or business partners know what they offer in terms of products or services. The problems is that the bulk of companies are often grouped as either Services or Manufacturing. This often leaves researchers with little information, sometimes forcing them to resort to manual regrouping to segment data further.

Vyakar's data mapping goes extra mile to further segment each category. For example, Manufacturing is further broken down and grouped into industries like Media/Printing, Energy, Computer HW, etc.

Vyakar has a built-in data service to further segment SIC and NAICS codes as required by marketing and sales organizations. We have a total of 24 industries identified:

- Agriculture, Farm and Food Processing
- Medical or Healthcare Services
- Energy
- Mining
- Utilities
- Construction
- Leisure & Entertainment
- Manufacturing
- Media, printing and Publishing
- Computer Hardware
- Biotech/Medical Devices
- Computer Software
- Federal Government
- Wholesale
- Retail
- Transportation
- Services
- Telecommunications
- Financial Services
- Education
- Higher Education
- Automotive
- State and Local Government
- Other

TITLE LEVEL

Job titles are more than just a result of years of working for a company. They become all the more important when it comes to gated content; not everyone should

have access to all kinds of information after all. String based matches do not always provide the desired results when it comes to securing what type of level can have access to certain gated content (for example, the Admin Assistant to CEO may be qualified as C Level). Sometimes such a system may even become extremely complex to manage if you use simple programs.

Vyakar's built-in data services algorithm automatically scans through title levels and categorizes them into 6 seniority levels, so you can be sure only those who have the proper clearance get to see certain information.

- C Level
- VP +
- Dir +
- Manager +
- Individual Contributor
- Other

JOB FUNCTION

More often than not marketers use the industry a person is working in as a substitute to his or her job function. Marketers cannot be blamed for this; sometimes the description of the job function is not readily available or it is too difficult to derive from the existing data. With our long history of marketing data management, we have developed algorithms to derive job function from titles to eliminate any confusion.

What's more, if you know that your database is skewed towards a particular job function you can configure it. For example, if you are marketing to people involved in

financing, your marketing database will most likely be inclined towards finance job functions. With a little input, our algorithm will be able to prioritize your desired job function over others.

Vyakar has grouped title based job functions into the following:

- Sales
- General & Administrative Expenses
- Human Resources
- Marketing
- Information Technology
- Finance
- Legal
- Other

METRO AREA

Some sales organizations only have area focused lead routing. This means it becomes a tedious task to manually select the appropriate zip code, and hoping to get that zip code properly filled into the incoming lead record. Having a metro area-based lead routing will save you time when it comes to pursuing zip codes. A metro area database will also allow the marketing arm of a business to zero in on small and focused user group events.

Vyakar has built-in mapping of the top 100 metro areas in the United States. Internally, we do the match and match to route your leads, or pull up your segment.



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