

ABM List Service Scope

ZELITE SOLUTIONS PVT. LTD.

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About Zelite Solutions

Founded in the year 2011, Zelite provides end-to-end research & information management solutions for its B2B clients. Zelite is a specialized research and marketing solutions company serving clients' across the globe with strategic and tactical business decision support, information management solutions, helping them cater to changing business and market dynamics.

Zelite's research services primarily include Database and Market Research Services. It provides tailored audience insight and in-depth data analysis covering business market research services worldwide. Zelite delivers relevant insights that help its clients make decisions that aid growth and profitability.

Our Marketing Data Services Includes the following

- **Key Account Sector and Profiling:** (based on various firmographic parameters - industry and sectors, specializations, Turnover, employee size, etc.)
- **Business Insights:** (company hierarchy - Holding company structure, company growth history, key customers, Turnover, YoY Growth, P/L, Assets, Liabilities, debt ratio, Investors, Parent Company, Subsidiaries, branches, M&A etc.,)
- **Technology Insights:** (Front-end technologies, Back-end technologies, database server, web server, cloud provider, email server, e-commerce platforms, CRM System, ERP System, HRMS, Order Management Systems etc.)
- **Buyer Personas:** (job profile, demographics, identify decision maker/influencer, educational qualifications, professional certifications, interests, etc)
- **Prospect Data Build:** (based on various Job titles such as CXO's MD's, Heads etc.,)
- **Prospect Discovery:** (based finding key contacts based on specific criteria from the given companies/industries)
- **List enrichment:** (updating the existing contact list with new contact acquisitions/replacement contact, email build etc.,)
- **Industry Analytics:**
 - *Industry Snapshot:* Market size, Investments, Initiatives and Schemes, achievements and Road ahead
 - *Infographic Reports:* Size, Sector Composition, Key Trends and Government Initiatives

Account Enrichment Scope Overview

The scope for account enrichment service includes sourcing various account related information such as firmographic data, business insights, tech stacks and/or any other as specified by the client.

Input from Client

Client shall provide the input list of all the companies/accounts to be enriched with the required information. Zelite would require a research brief specifying account information to be sourced.

The following field information is expected in the input list from the client

Field Name	Description
Account Information	
Account Name	Account name or trading name
Region	Country
Website	Website of the company <i>(Optional)</i>

Output from Zelite

Following information about account/company will be provided

Field Name	Description
Account Information	
Account Name	Account name or trading name <i>(provided in Input)</i>
Account Legal Name	Legal name of the business as registered
Industry	Industry as per SIC
Website	Website of the company
HQ Location	Headquarters (city, country)
Board Line Number	Board phone number
Business Insights	
Competitors	List of top competitors
Key Facts	backers/funders, parent company info, subsidiaries, branches, recent org change, YoY growth/decline, EBIDTA change, liabilities, M&A's etc.,
Categorization	B2B/B2C
Turnover	Annual Revenue for previous FY's
Employees	No. of Employees
Technology Stacks	
Current Commerce Platform	Current Commerce Platform implemented
CMS (Content management system)	CMS platform being used
Front-end (presentation layer)	front-end technologies used
OMS (Order management system)	OMS Implemented
ERP (Enterprise resource planning)	ERP system Implemented
CRM (Customer Relation Ship Management)	CRM system Implemented

Cloud Provider	Cloud Hosting Service provider
Additional Information	
No. of Developers	No. of developers working with the company
No. of Architects	No. of architects working with the company
Prime SI (Systems integrator)	Prime Systems Integrators

Output Format and details

The database will be provided in secured online spreadsheet or any other as specified. The database will consist of Account list with enriched information.

Data Volumes

To be decided

Delivery Timeframe

Below is the estimated delivery timeframe.

Volumes	Estimated Delivery Time
300 Accounts	60 hours

Quality Assurance

- All the company information will be derived from reliable web sources
- All the information is 2 level Quality Checked

Data Sources

The information will be acquired only from the reliable web sources.

Zelite's responsibilities

- Assigning dedicated Account Manager
- Assigning skilled resources for project execution
- Process to be followed as per client's defined processes
- Providing status reports for production, quality, etc., (or any other as agreed)
- Implementing feedback as received from the client team
- Designing Standard Operating Procedures and implementing it for the successful project execution
- Any other as discussed and agreed by Zelite and client.

Client Responsibilities

- Assigning SPOC details for project coordination
- For negative industries/job titles and/or any other that needs to be excluded from the research should be informed to Zelite from time to time
- Timely Training to Zelite’s team as and when new changes are implemented
- Access to CRM and/or any tool as required
- Timely feedback on the data quality
- Any other as required.

Research Challenges

It is important to know that the data and its information is sourced using web research process also called as secondary research. Since the research methodology itself has a limitation hence at times the required companies and/or its contact and/or other information is not easily available irrespective of use of extensive research and use of tools. Hence sometimes the information cannot be sourced or verified or the information sourced isn’t accurate enough. Whenever required Zelite shall produce web sources wherein the information has been sourced.

Budgetary Pricing

For account enrichment our cost is based on the efforts to source given information per account.

UoM	Pricing
1 Man-hour	US\$ 6

Please note:

- The above pricing is based on per man-hour cost