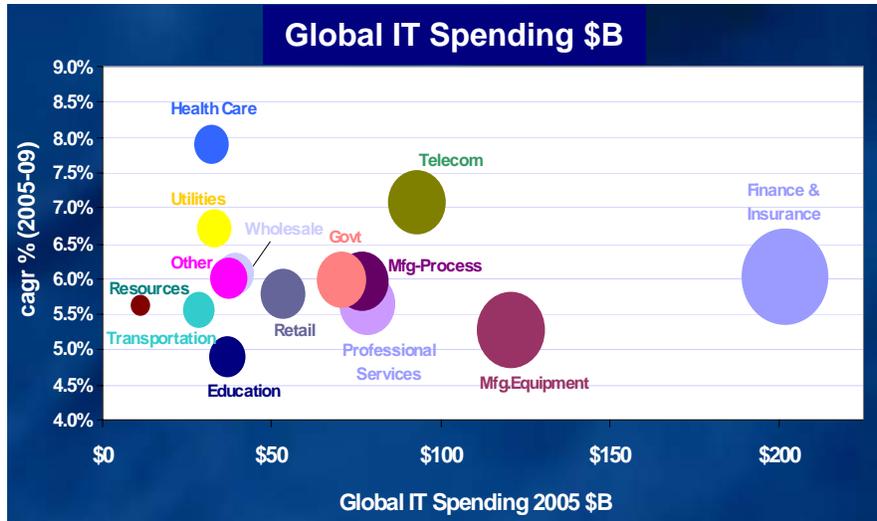


- Target Markets Identification
- IT Industry Structure
- Sales Leads Database / List Rentals

## Target Markets Identification

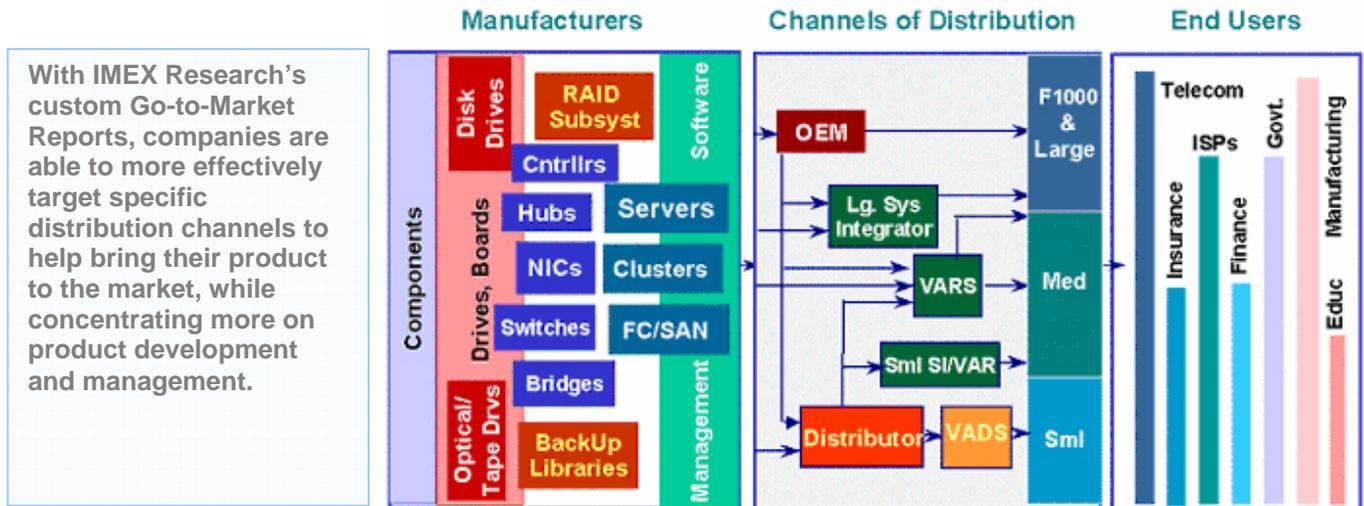
### Global IT Spending by Vertical Markets - Size & Growth 2005-10



**Understand Your Target Markets**

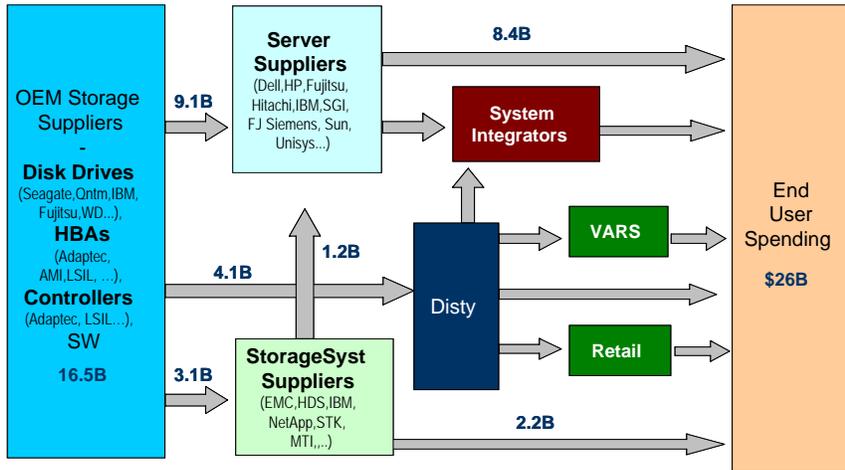
”Emerging high-tech companies, under pressure to quickly generate viable revenues often take a shotgun approach in marketing refusing to focus on one or two key segments and end up as all things to all people. Suddenly, company management is swamped with support problems and with incumbent competitors starting to encroach from many areas. The cash flow problem takes over resulting in the start-ups demise”

### IT Industry Infrastructure – Vendors, Channel & End-Users Ecosystem



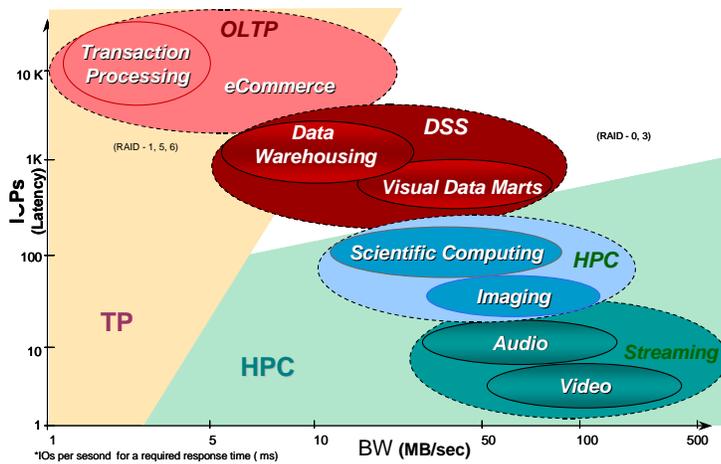
- **Know the scope and size of your market segment by geography** – IMEX Research creates annual IT spending forecasts across all of the major industries. You can identify the total size and scope of the market as well as determine which channels will be ideally suited for your company size, product portfolio, targeted market share goals and your marketing, sales & service plans.
- **Know where the money is** – Aside from having valuable Channels of Distribution resources, IMEX has carefully mapped out the money trail showing all the IT Spending for each of the major channels of distribution.
- **Formulate effective Channel and Partnership Programs** – Besides a good strategy, the real key to a successful penetration of SMB markets is in formulation and execution of effective Channel and Partnership programs.

### Targeting Channel Money Flows



With IMEX Research's custom Go-to-Market Reports, companies are able to more effectively target specific distribution channels to help bring their product to the market, while concentrating more on product development and management.

### Market Segments by Applications



**Market Directly to your segment**  
 With IMEX Research's Go-to-Market services and Sales Leads Database your company can effectively conduct a precision marketing campaign, without breaking the budget. Aside from vertical markets IMEX has mapped and categorized all the market players horizontally, from Transaction Processing to Streaming Video and other High Performance Computing applications.

### SMB Market Opportunity

> 1000 empl.	Large	\$46B 7.3% gr.
100-1000 employees	Mid	\$71B 9.2% gr.
1-100 employees 100 Million	Small	\$70B 12% gr.

**Secure your market share**  
 The SMB Market is exploding, IT Spending for SMB has far outpaced large company spending, and many companies are now shifting their focus to this fast growing segment. With Mid size businesses growing at 9.2% annually and small businesses spending growing at 12%, The potential is massive for the companies who strategically position themselves as market leaders in their respective field.

## Channel Marketing Programs

### Sales Leads Database Service

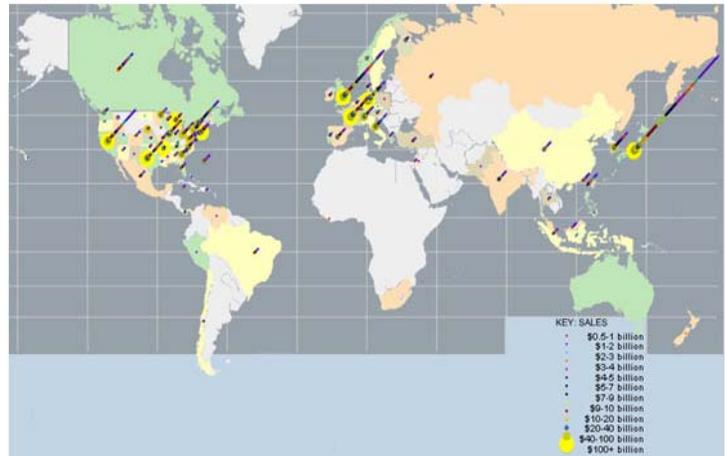
Identify & Reach qualified buyers with IMEX's Go-to-Market Channels and Sales Leads Database

### Target Global 2000 C-level Execs by Vertical Industries

Reach any part of the globe with IMEX Research's Sales Leads

IMEX has contacts with C-Level Executives across vertical industries including:

- Aerospace & Defense
- Banking
- Insurance
- Capital Goods
- Chemicals
- Conglomerates
- Construction
- Drugs & Biotech
- Food
- Healthcare
- Materials
- Media
- Oil & Gas
- Retailing
- Semiconductors
- Software & Services
- Technology HW & Equipment
- Telecommunications Services
- Trading Companies
- Transportation
- Utilities



### SMB / Mid Market

- **Get the tools for Success in the SMB Market** – The SMB market is massive, and IT spending for these companies have caught the interest of many Vendors, who until recently have traditionally targeted large scale enterprises. The IMEX SMB Market Report and Database could be the key to unlocking the massive potential of this market. With it's Go-to-Market Subscription Services IMEX can also identify the type of technologies SMBs are buying, the pricing structures and dynamics of the SMB market, and what channel programs and terms most SMBs want out of a vendor.
- **Go-to-Market with Confidence**– Customizing Go-to-market Report, IMEX can help you with an effective Go-to-Market Strategy based on your product lines and vis-à-vis your competition. You will be able to understand the dynamics of the SMB market, know the factors driving IT spending for SMBs, and gain knowledge from profiles of the leading vendors targeting the SMB market, all of this to implement an effective Go-to-Market Strategy, Channel Programs, and sales approaches which will be attractive to SMBs.
- **Identify Your Available Market Channels** – IMEX has a vast database of OEM's, Distributors, Value Added Resellers, System Integrators, Value Added Data Service Providers, and End Users. All of IMEX's market resources are categorized by region, size, type and other criteria.

Channel	Targeted Market
End Users	○ Global 2000 by Vertical Industry
Distribution Channels	○ OEMs, System Integrators, VARs, Distributors, VAD Retail Chains
Telecom Players	○ Legacy & IP Telecom
Internet Players	○ Service Providers, Web Hosters
Software Vendors	○ Application SW, System SW/Middleware, Mgmt SW
IT HW Manufacturers	○ Servers, Storage, Networking (Computing & IP Telecom)
Subsystem Manufacturers	○ Boards/SBCs/Integrated Modules
Component/Semi Manufacturers	○ Std. & Custom Chips/ASICs/Modules...

Influencers	Target
Media/Analysts	○ Editors, Industry & Financial Analysts...
Wall Street	○ Investment Bankers, Venture Capitalist ...

## Sales Leads List Rental

- **Quality Sales Leads** - IMEX enjoys a broad range of industry contacts with senior positions in the industry. The IMEX Research Database consists of thousands of C level executives (CEO's, Presidents, CIOs, CTOs etc.) who are the key decision-makers in major purchasing decisions.
- **Wide or Narrow Reach** - With IMEX's List Rental Services we can custom tailor a specific email campaign ranging from a few hundred carefully targeted selected companies, or a massive email to thousands of potential customers. IMEX's list services are perfect for any Manufacturer, Distributor, Value-added-reseller, system integrator, who wish to get their message across.
- **IT Executives in DB Lists**
  - **Total List** - 46,000 addresses with Co, First, Last name, Title, Address, Telephone, web
  - **Emails List** - 14,450 addresses with email plus Co, First, Last name, Title, Address, Telephone, Web
- **Demographics**
  - **C level Executives** (CEO, CTO, CIO, CMO, CFO...), Owners
  - **Operation Level Executives & Professionals** - Directors, Managers, IT Professionals
- **End Users Database** – IMEX has compiled a vast database of End Users by vertical industries. With our guidance you can reach any niche market segment from large fortune 1000 companies to any SMB market.
- **Competitive Pricing** – For a fraction of the cost, you can enjoy the broad range of industry contacts That IMEX Research has amassed. The IMEX Research Database consists of thousands of C level executives (CEO's, Presidents, CIOs, CTOs etc.) who are the key decision-makers in major purchasing decisions.
- **Global Market Reach** – IMEX's Database reach spans globally. We network with companies from all the major regions, including North America, European Union, Asia Pacific, or Latin America. Our Comprehensive list of distributors is a indispensable asset for companies looking to extend their global reach or enter developing economies.

### IT Execs in DB

**Total List: 46,100**  
**Email Lists: 14,583**

## Next Steps/Call to Action

For a quote on IMEX Research's Custom Go-to- Market Reports, or Sales Leads Database Services please contact:



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