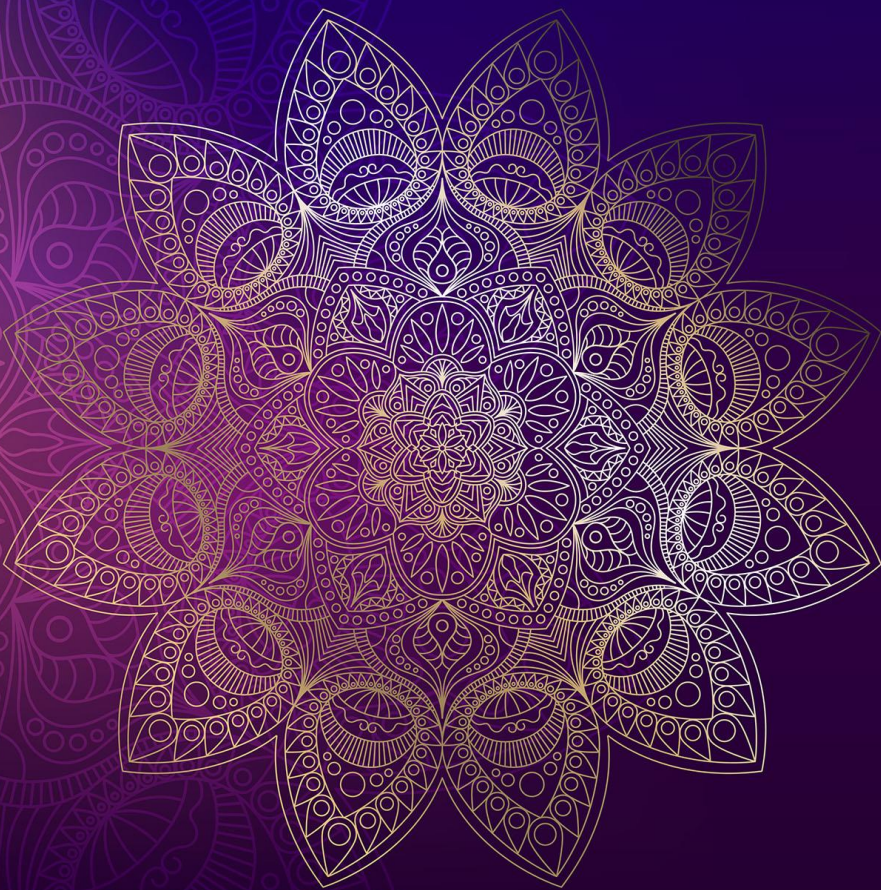


KAT-i



servicenow®

Case Study

ServiceNow, Inc. provides enterprise cloud computing solutions that defines, structures, consolidates, manages, and automates services for enterprises worldwide. It operates the Now platform for workflow automation, artificial intelligence, machine learning, robotic process automation, performance analytics, electronic service catalogs and portals, configuration management systems, data benchmarking, encryption, and collaboration and development tools. The company also provides information technology (IT) service management applications; IT service management product suite for enterprise's employees, customers, and partners; IT business management product suite; IT operations management product that connects a customer's physical and cloud-based IT infrastructure; IT Asset Management to automate IT asset lifecycles; and security operations that connects with internal and third party. In addition, it offers governance, risk, and compliance product to manage risk and resilience; human resources, legal, and workplace service delivery products; safe workplace applications; customer service management product; and field service management applications. It serves government, financial services, healthcare, telecommunications, manufacturing, IT services, technology, oil and gas, education, and consumer products through direct sales team and resale partners.

We assist ServiceNOW with the below areas of services

Contact Discovery from ServiceNOW's target accounts / Named accounts: Contact Discovery from across EMEA, North America from ServiceNOW's target accounts / named accounts as per SERVICENOW's unique requirement brief, job titles criteria, job roles, job levels criteria.

NET New Contact Discovery from Target Accounts / Named Accounts: Based on ServiceNOW's suppression file, we discover and deliver ServiceNOW only NET NEW contacts as per their job title / job roles / job levels criteria.

NET NEW Company Discovery / Similar Company Discovery: New Company Research / net new company discovery as per ServiceNOW' company criteria. We discover similar companies / companies with the same profile as per ServiceNOW's customer base.

Company Profiling: We help ServiceNOW with Deep Dive, Indepth Company Profiling / Target Accounts Profiling to understand company size, company parent, map company subsidiaries, map company group structure, Holding companies, Investor companies, Company Revenue, Number of Employees, Company Strategy, Company Plans of the near future etc. All company profiles are done as per client's unique criteria / requirement brief.

GDPR Compliance / Opting-in Contacts on behalf of SERVICENOW for its email marketing across Europe: We double opt-in contacts – seek permission from the contacts for GDPR compliance, opt-in the contacts on behalf of SERVICENOW for their email marketing campaigns, demand generation campaigns, sales campaigns across Europe.

Competitor Installed Base Intelligence: For ServiceNOW's competitive displacement campaigns we help them discover the user base / installed base of their top competitors. Once we have discovered the installed base of their top competitor, we will research and discover the right decision makers, discover contacts from those accounts as per their job titles criteria / job roles / job levels criteria, requirement brief. We discover companies and contacts from Europe – UK, France, Netherlands, Germany, DACH, Nordics, CEE and Benelux region. We use our unique research methodologies to freshly find the installed base of our client's top competitors across Europe and then we discover the contacts within those companies as per their above job titles criteria. The contacts are double opted-in on our client's behalf for GDPR Compliance.

Tech Stack Intelligence / Technology Infrastructure Intelligence: We help SERVICENOW map the Technology infrastructure of their top target accounts – for eg. find out which CRM, Robotic Automation Platforms / applications, Digital Platforms , Financial Suite / Financial Platforms are being used in their top target accounts infrastructure.

Region – EMEA, North America, Asia

Key Outcome: Clean, Highly Targeted and Accurate Companies, Contacts and Intelligence for marketing, sales, demand generation. Client ROI – 1: 40, for every \$1 spent by SERVICENOW with us on data / information / intelligence they made \$40 revenue.

We sourced tens of thousands of GDPR compliant contacts for SERVICENOW from their named accounts / target accounts for their marketing campaigns and also discovered thousands of companies as per their company criteria / requirement brief and then discovered contacts from those new companies as per their job titles criteria / job roles/ job levels criteria.

KAT-i Overview

GDPR Compliant | Custom Built B2B Contacts | 100% Guaranteed for Accuracy & Relevancy

KAT-i is a GDPR compliant Custom B2B List Research, Marketing Information Research, Data Enhancement and Sales Intelligence Company.

What we do: For our clients across the world, we help them with Global B2B Contact Discovery, Contact Data Append, Contact Data Enrichment / Data Enhancement, Double Opting In of Contacts on behalf of clients' for GDPR Compliance, Competitor Installed base Intelligence – Building list of companies through our unique research methodologies , map which companies are using our client's competitor's products / solutions, software, applications etc, Technology Infrastructure Intelligence, Named Account Profiling etc.

All the contact data is 100% freshly custom researched as per client's requirement brief / criteria and 100% guaranteed for its accuracy and relevancy + there is also a 75 days NO Hard Bounce Guarantee on every work email.

Our clients use the data that we custom build for them for their email marketing, direct marketing, demand generation, global demand generation, marketing campaigns, global email campaigns, marketing, sales, business development, presales / inside sales.

KAT-i also helps its customers in net new company discovery / whitespace company discovery and contact discovery, contact data append / CRM data append CRM data refresh and enrichment.

WHY KAT-i

Global Coverage: KAT-i covers 145 countries globally – KAT-i discovers contacts for its customers from whole of North America, the UK, whole of Europe, Middle East and Africa (EMEA), Asia, APAC, Australia, New Zealand and LATAM. KAT-i works with its customers as a custom B2B data partner for global B2B contact data discovery, contact data enrichment, data enhancement and Sales Intelligence, i.e. Competitor Installed Base Intelligence, Technology Infrastructure Intelligence.

An Extension of our Client's Marketing Operations Team: We work with our clients as an extension of their marketing operations team, help them with great data / information / contacts.

Everything is Custom Built: At KAT-i, we do not have any ready-made, standard lists of contacts. All the contacts / data are discovered, custom sourced, custom built as per customers unique criteria. All the contacts / data is discovered by our team of web researchers, domain experts, subject matter experts, telephone researchers and all the contacts are 100% telephone verified before delivery.

Data is 100% Guaranteed for its Accuracy and Relevancy + 75 days NO HARD Bounce Guarantee: All the contacts are 100% telephone verified before delivery and are 100% guaranteed for its accuracy and relevancy. On top of the data accuracy and data relevancy guarantee we also provide a 75 Days NO HARD Bounce Guarantee.

GDPR Compliant Data

We rely on GDPR aligned processes by setting stringent rules and how we research, gather and process and protect personal data. Please see our privacy policy, GDPR page on how we research, process, store the data / information.

DOUBLE Opted In Contacts – We double opt-in contacts (phone + email) on behalf of our clients. The contacts are not mass opted in contacts but contacts who have specifically opted in on behalf of our clients for their email marketing, demand generation, sales etc. Every positive opt-in permission is saved with a date stamp. Every Opt-in is backed by a voice recording of the Opt-in permission which we (KAT-i) save on our servers / systems for 18 months from the date of opt-in permission.

Our Opting-in Performance with our clients: We have an 85% success rate for double opt-ins across Europe. For every 100 contacts we get opt-ins for at-least 85 contacts. Every contact is freshly researched and discovered as per our client's exact criteria / requirement brief, the contacts are telephone validated for its accuracy and relevancy, the contacts will exactly have the job role / job title which potentially use similar services / solutions / software / applications as our clients' applications, software, solutions, services etc. hence every contact is naturally backed by legitimate interest + we will double opt-in (phone + email) the contacts on our client's behalf.

DATA is OWNED and CONTROLLED by our Clients: We work with our clients' as a data partner to build the best possible list / database for their email marketing, demand generation, sales campaigns etc. Once we deliver the custom built data to our client, it becomes our client's property, the data is controlled and owned by our clients. We do not own the data, we work with our client to build the best possible contact database based on their requirement brief, campaign / marketing strategy / targeting strategy.

DATA STORAGE: DATA is stored in Europe / client specific region: We use MS Teams, BOX.com for securely storing data in Europe. Data never gets out of Europe. We completely comply with GDPR data storage regulations.

INDUSTRY COVERAGE: Our custom B2B list research services are industry agnostic and we can discover / source contacts, companies and contacts from any industries for our clients as per their unique requirement brief / custom criteria.

*Use Something Better, Try Something Fresh, Win More with **KAT-i...GOOD DATA. GREAT ROI.***

For more information on KAT-i please visit our website <https://www.kat-i.com> OR send us an email at <mailto:marketing@kat-i.com> call us at Tel: +1 408 675 5366, Tel: +44 20 7193 9775, Tel: +91 87770 95698