

## ▶ Eastern European Technology Database

### Reliable Information About One Of The Fastest Growing Technology Markets In The World

If you're looking to expand your marketing reach, you've come to the right place. Introducing the Eastern European CI Technology Database from Harte-Hanks, the team that has delivered the most comprehensive database of technology information in Europe and North and South America for more than 30 years. You now have access to the same level of marketing knowledge for Eastern Europe.

#### Expand your marketing reach

Have you considered expanding your marketing to Eastern Europe, one of the hotbeds of technology? While critical details about installed and planned technology in the region have not been readily available in the past, Harte-Hanks now delivers the largest and most complete technology database available for this burgeoning market.

The **Eastern European CI Technology Database** from Harte-Hanks gives you the information you need to target the best prospects across the IT spectrum so you can take advantage of the huge opportunities available in the region.

#### Four countries

- Hungary
- Poland
- Slovakia
- The Czech Republic

#### Get the complete technology picture

You can use the **Eastern European CI Technology Database** to reach the entire IT market, including information on these areas : Systems and Servers, E-business, PCs, Software, LANs, Networking, Communications Equipment, Peripherals, Storage, Outsourcing

The database also identifies the following key contacts so you know exactly who to target: Senior IT Manager, Data Communications Manager, LAN/Networks Administrator, PC Manager

#### We make CRM happen

Harte-Hanks is a worldwide direct and interactive marketing service company that applies technology to bring our clients end-to-end, value-added, information-based solutions. From the full range of powerful marketing databases and analytic services, to dynamic Web sites and Web-based marketing programs, to traditional and leading-edge interactive based services, to marketing services products and programs, Harte-Hanks delivers the spectrum of direct marketing services you need to cultivate your customer relationships and make your business grow.



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