

computing **mi** market intelligence



This document aims to provide help for subscribers and trial users to get maximum benefit from the mi IT suppliers online system. If you have any additional problems or queries please call customer services on +44 (0)20 7316 9610.

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Section 1 - mi IT suppliers help

How to search

Click on the "Search" button on the navigation bar to begin your search. The boxes in the search screen allow you to search for companies by entering specific criteria. Some of these boxes allow you to type in your criteria directly into the relevant box e.g. company name or No. of PCs - these boxes will be blank when the screen first loads. Others will provide you with a "pick list" of possible options - these boxes contain the word "Select" so they can easily be distinguished.

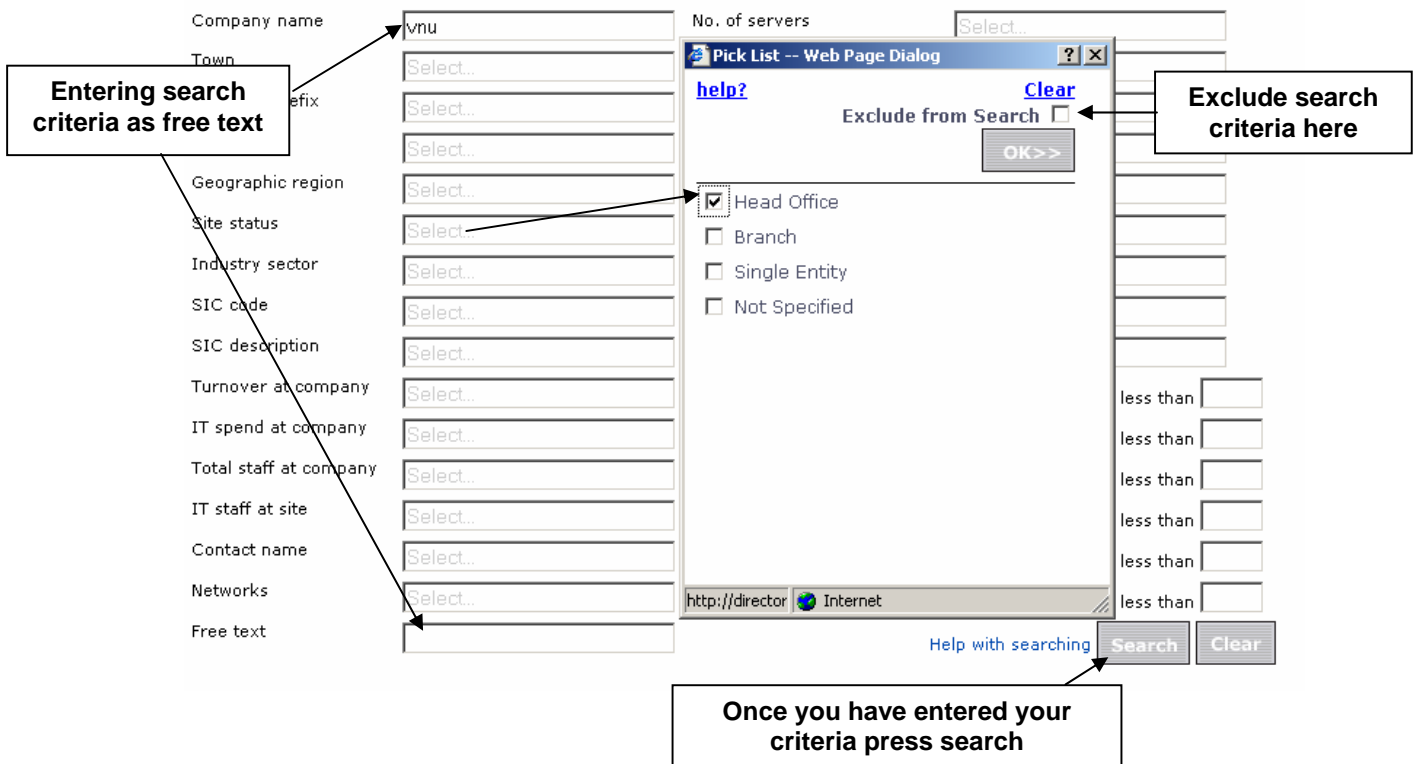
How to enter search criteria from a pick list

To select an item from a pick list, click in the relevant search box. The available options will load automatically in a pop up window. Select (or deselect) an item by ticking the check box next to the value(s) that you would like to be applied to (or excluded from) the search. Click on the "OK>>" button to transfer your selection(s) to the search boxes.

How to exclude search criteria

If you would like to exclude certain criteria from a search, for example, if you are interested in companies located in all towns except for London, simply select London from the town pick list and check the "Exclude from Search" box before clicking "OK>>". The pick list will close and "Exclude London" will be displayed in the Town search box to highlight that these records will be removed from the search results. If you need to amend your search, click in the relevant search box again. All selection(s) you have previously made will still be checked. Once you are happy with your criteria click on the "Search" button at the bottom left of the screen. Companies matching your criteria will appear in the "Search results" page. You can return to your search criteria at any time by clicking on the "Amend this search" link.

Diagram 1 – Performing a search



Search results screen

Diagram 2 – Search results

The screenshot shows the 'mi it suppliers' website interface. At the top right, it says 'vnu business publications'. Below the navigation bar, the search results are displayed. On the left, under 'Search Results', it says 'Found: 1 companies'. Below this, there are links to 'Add these companies to my download list', 'This search was for: Company Name: VNU', and options to 'Amend this search' or 'Save this search'. A table lists the results: 'vnunet.com Ltd' with '(W)' in parentheses. On the right, a detailed view for 'vnunet.com Ltd' is shown, including its location (London), a 'Business description' (Publisher of an IT information portal, weekly and monthly IT magazines, market research and directory information), and 'Business type: Service provider'. There are also 'Results Pages' navigation options: '<< Previous 10 pages', '1', and 'Next 10 pages >>'. At the bottom, there is a copyright notice for '© 2005 VNU Business Publications Ltd. [All rights reserved]' and logos for 'computing mi' and 'market intelligence'.

This screen loads in two frames to allow you to view your search results in two different ways:

The left-hand frame displays:

1. The number of companies that matched the search criteria (i.e. 2 companies in this example)
2. The "[Add these companies to my download list](#)" link - see the "**Downloading information/credit units**" section for more details
3. The search criteria applied (i.e. company name = VNU)
4. The "[Amend this search](#)" link - click on this to edit the search criteria
5. The "[Save this search](#)" link - see the "Saved searches" section for more information
6. The total list of companies that match the search criteria along with the postcode prefix of the listed company address
7. Click on a company name link to display all the information that is held on that company address

The right-hand frame displays:

1. The search criteria and the number of companies that match it
2. The "[Amend this search](#)" link
3. A selection of the important information we list on the companies matching the criteria (i.e. Town, Business description and Business type)
4. An "[Add to download](#)" or "[Remove from download](#)" link - see "**Downloading information/credit units**" section for more details
5. A "[Make note](#)" link - click here to make a specific notes on a company - see "Making notes" section for details

Please note - The number of companies displayed in the search results screen is restricted to 20 per page to enable results to load quickly.

Company record

Diagram 3 – Data record

Click on a company name link to display all the information that is held on that particular company address.

The screenshot shows a web interface with a navigation bar at the top containing icons for 'Computing mi home', 'Search screen', 'Search results', 'Saved searches', 'Notes', 'Download', 'My account', 'Buy', and 'Logout'. Below the navigation bar is a 'Search Results' section on the left, which includes a 'Found: 1 companies' summary, a link to 'Add these companies to my download list', and search filters for 'Company Name: VNU'. A list of search results shows 'vnunet.com Ltd (W)'. A callout box with the text 'Click here and the record will load in right-hand frame' has an arrow pointing to the company name link. Another arrow points from the callout box to the 'Company details' section on the right. The 'Company details' section contains a table with the following information:

Company name:	vnunet.com Ltd
	32-34 Broadwick Street
	London
	W1A 2HG
Phone:	(020) 7316 9000
Fax:	(020) 7316 9003
Email address:	info@vnunet.co.uk
Web address:	http://www.vnunet.com
Parent company:	VNU Business Publications
Turnover at company:	Not Specified
Total staff at company:	200-499
IT spend at company:	£1m-4.99m

Below the company details is a 'Contact details' section with the following information:

Managing Director:	Mr Brin Bucknor (Managing Director)
Marketing Director:	Mr Kumaran Ramanathan (Sales Director)
Financial Director:	Mr Paul Skelly (Financial Director)
IT Director:	Mr Ron Doobay (IT Manager)

The 'Activities' section contains the following information:

Primary business activities:	Service provider
Services provided:	Consultancy, Internet services, Recruitment
Company description:	Publisher of an IT information portal, weekly and monthly IT magazines, market research and directory information
Target industry sectors:	Banking; Finance; Insurance, Computer Dealer; Reseller; VAR, IT Consultancy, Other
Target markets:	Business to business, Consumers, Corporates

Finally, the 'Services provided' section contains the following information:

Consultants:	
Service description:	Market research services for ICT companies
Service specialisations:	Bespoke research, Market research, Market testing, Surveys & research

Saved searches

This screen allows you to save your popular search criteria. You can then load those settings at a later date and re-run the search. Simply click on one of the **"Save this search"** links after performing a search, find an empty slot and click on the "Save here" button. You can then select to run/amend or delete the search criteria at any time during your subscription. There are ten slots into which you can save your settings. If all the slots are full you will have to replace the settings in an existing slot.

Diagram 4

The screenshot shows the 'Saved Searches' section of a website. At the top, there is a navigation bar with icons for 'Computing mi home', 'Search screen', 'Search results', 'Saved searches', 'Notes', 'Download', 'My account', 'Buy', and 'Logou'. Below this, the page is divided into two main sections: 'Search Results' on the left and 'Saved Searches' on the right.

Search Results: It displays 'Found: 1 companies' and provides a link to 'Add these companies to my download list'. Below this, it shows 'This search was for: Company Name: VNU' and offers options to 'Amend this search' or 'Save this search'. A search result for 'vnunet.com Ltd (W)' is listed.

Saved Searches: This section contains three search slots. Each slot has a vertical bar on the left with a number (1, 2, or 3) and a set of buttons on the right: 'Save here', 'Run this search', 'Amend this search', and 'Delete this search'.
- Slot 1: Labeled '1 This slot is empty'. An arrow points from this slot to the 'Save here' button of Slot 2.
- Slot 2: Labeled '2 Geographic Region London or North West AND Operating System .NET'.
- Slot 3: Labeled '3 County Angus'.

A text box with a white background and black border is positioned over Slot 2, containing the text: 'Saved searches – this screen allows you to save your search criteria, run and amend popular searches'.

Please note - you will not necessarily get exactly the same set of results when you run a search, as the database is continually updated.

Making notes

To make a note on a company simply click on the **"Make note"** link on either the search results page or in the full company record screen. A text box will appear allowing you to type any relevant information in and the option to either "Save" or "Delete" your notes. If you click "Save" the note will appear in the company record whenever you view it. Click on the "Notes" button on the navigation bar to view all companies on which you have made notes.

Diagram 5

The screenshot displays a web application interface for searching and viewing company records. The navigation bar at the top contains icons for 'Computing mi home', 'Search screen', 'Search results', 'Saved searches', 'Notes', 'Download', 'My account', 'Buy', and 'Logo'. The main content area is titled 'Search Results' and shows 'Found: 1 companies'. Below this, there is a section for 'This search was for:' with a 'Company Name: V' and options to 'Amend this' or 'Save this s'. A text box for adding notes is visible, containing the text '10th of October - spoke to Managing Director. Sent information via email. Call next week to schedule meeting'. Below the text box are 'Save' and 'Delete' buttons. The company details section includes fields for 'Company name', 'Address', 'Phone', 'Fax', 'Email address', 'Web address', 'Parent company', 'Turnover at company', 'Total staff at company', and 'IT spend at company'. The 'Contact details' section lists 'Managing Director', 'Marketing Director', 'Financial Director', and 'IT Director'. The 'Activities' section includes 'Primary business activities', 'Services provided', 'Company description', and 'Target industry sectors'.

Company details	
Company name:	vnunet.co
Address:	32-34 Broadwick Street London W1A 2HG
Phone:	(020) 7316 9000
Fax:	(020) 7316 9003
Email address:	info@vnunet.co.uk
Web address:	http://www.vnunet.com
Parent company:	VNU Business Publications
Turnover at company:	Not Specified
Total staff at company:	200-499
IT spend at company:	£1m-4.99m

Contact details	
Managing Director:	Mr Brin Bucknor (Managing Director)
Marketing Director:	Mr Kumaran Ramanathan (Sales Director)
Financial Director:	Mr Paul Skelly (Financial Director)
IT Director:	Mr Ron Doobay (IT Manager)

Activities	
Primary business activities:	Service provider
Services provided:	Consultancy, Internet services, Recruitment
Company description:	Publisher of an IT information portal, weekly and monthly IT magazines, market research and directory information
Target industry sectors:	Banking; Finance; Insurance, Computer Dealer; Reseller; VAR, IT Consultancy, Other

Please note - if a company record has been deleted from the database you will not be able to access any notes you have made on that specific company. Please ensure you take a back up or a printout of any important notes that you make.

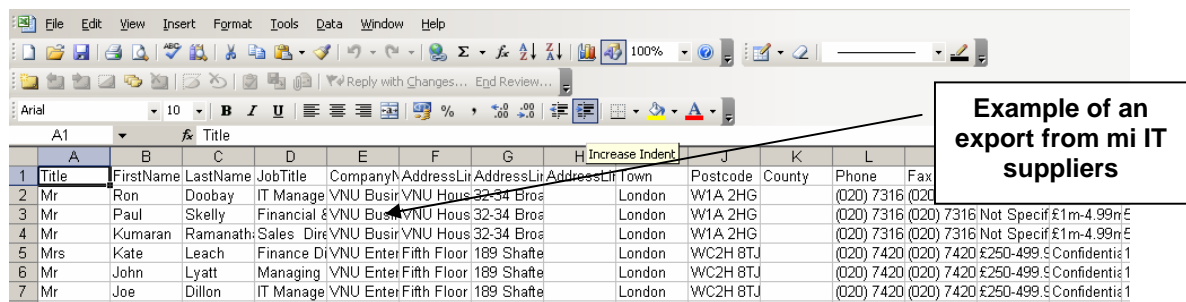
Downloading information/credit units

Once you have performed a search you can download some or all of the results to a file that can be opened using a spreadsheet application such as Excel. This feature is very useful for mail or telesales campaigns.

Please note - you may only use this data in accordance with our terms and conditions at www.computingmi.co.uk.

Downloading information is controlled by a metering system that uses pre-paid credit units. As a subscriber you will be allocated a certain number of credit units depending on your subscription level. One credit unit allows you to download a contact name and job title plus a company name and address (Mailshot), or contact name and job title plus company name and phone number (Telemarketing). Additional contacts and company information (excluding email addresses) may also be downloaded at the cost of extra credit units. You may purchase extra credit units at any time.

Diagram 6



The screenshot shows an Excel spreadsheet with the following data:

A1	Title												
	A	B	C	D	E	F	G	H	I	J	K	L	
1	Title	FirstName	LastName	JobTitle	CompanyN	AddressLir	AddressLir	AddressLir	Town	Postcode	County	Phone	Fax
2	Mr	Ron	Doobay	IT Manage	VNU Busir	VNU Hous	32-34 Broa		London	W1A 2HG		(020) 7316	(020)
3	Mr	Paul	Skelly	Financial &	VNU Bus	VNU Hous	32-34 Broa		London	W1A 2HG		(020) 7316	(020) 7316 Not Specif
4	Mr	Kumaran	Ramanathi	Sales Dire	VNU Busir	VNU Hous	32-34 Broa		London	W1A 2HG		(020) 7316	(020) 7316 Not Specif
5	Mrs	Kate	Leach	Finance Di	VNU Enter	Fifth Floor	189 Shaft		London	WC2H 8TJ		(020) 7420	(020) 7420 £250-499.9
6	Mr	John	Lyatt	Managing	VNU Enter	Fifth Floor	189 Shaft		London	WC2H 8TJ		(020) 7420	(020) 7420 £250-499.9
7	Mr	Joe	Dillon	IT Manage	VNU Enter	Fifth Floor	189 Shaft		London	WC2H 8TJ		(020) 7420	(020) 7420 £250-499.9

How to download information

- First check that there are no companies in your download list added from a previous campaign – click on Download on the navigation bar to review companies that may be in your list and select clear all from the options listed
- Now perform a search using your required criteria
- Click on the **"Add these companies to my download list"** link in the left hand frame of the search results page
- Repeat this process if you want to download additional companies using different search criteria
- Click on the "Download" button on the navigation bar. This will show you all the companies that you have flagged for download
- Review the list of companies. You can remove individual companies by clicking on a company name and selecting the **"Remove from download"** link. To remove multiple companies in the list check the boxes next to all applicable companies and then click the relevant link.
- When you are happy with your download list click the link to proceed to the licence agreement
- Read and confirm your acceptance of the licence agreement
- Select the amount and type of information you wish to download. The additional credit units that each option will cost are shown by each item. You must choose at least one contact name type e.g. Managing Director
- If you wish to download all the records in your Download list, including those that do not contain your chosen contact(s) (see above), check the box at the bottom. These records will be downloaded without a contact name/job title

- Click on the "**I want to download this data for single use**" link
- Your download file will be created and the cost of the download in credit units will be displayed
- Click on the "**Continue with this download**" link
- A box will open with the option to open the file or save it to disk
- It is recommended that you choose to save the file to your hard drive immediately
- You will now be able to open and amend the file using a spreadsheet such as Excel

Section 2 - Error messages and FAQs

The common error messages and problems that subscribers come across whilst using the website are explained below. Also included are the frequently answered questions we are asked. If you have a specific question that is not answered below please call Customer Services on +44 (0)20 316 9610.

System requirements

This site has been designed for use with the Microsoft Internet Explorer browser. It may not work properly with other browsers.

My username and password are not recognised

The majority of our customers have a subscription to either the **mi IT users** or the **mi IT suppliers** online site so this may be because you are trying to log in to the wrong website. Please check your subscription details or simply try your details in the other login box. If you still have problems it could be that your username and password has expired, or one of your colleagues has changed the login details. Please call customer services for details.

The site has logged me out - Session expiry

Due to the amount of valuable information contained in the website your session will expire after 20 minutes of inactivity. You must run searches or load pages within this timescale to remain logged in to and have full access and functionality of the site.

My username and password are already in use?

Access to the online site is supplied on a single user licence basis only – so if you share with one of your colleagues they may already be logged in instead. If you are confident that nobody is using the same username and password then it could be that you have left the website without pressing the logout button. Please close all browser windows and try again after 20 minutes. If you are still unable to log on then call customer services.

I am logged in but picklists and other functionality do not seem available?

Are you using a browser such as Mozilla or Firefox? The dynamic website is only compatible with Microsoft Internet Explorer. It may also be that your session has expired – please shut down your browser and log in again.

Trial restrictions

In trial mode you will see the count of companies that match your search criteria but only the first five companies matching the criteria will be returned. Trial users are given 10 credit units allowing them to download a maximum of 10 company records. Trial users are unable to search on the company name and free text fields but have access to all other search fields.

How accurate is the data?

All companies published have been contacted and fully updated within the last 12 months. You can check when the record was researched by looking at the Record last updated field at the bottom of the record. We endeavour to ensure that all information in **mi IT suppliers** is as current as possible, but given the fast-changing nature of the IT industry, it is impossible to guarantee that all records will be 100% up-to-date. If you do come across any errors please email mi@computing.co.uk with details and we will arrange for the record to be re-researched.

How often is the information updated?

The information contained in all Computing mi databases is continuously updated. Every record is updated at least once a year ensuring all details are kept as accurate as possible. Each record in the online sites shows the date it was last researched.

How is the information collected?

Data is gathered primarily via telephone interviews and web research and each completed record

is quality checked by a team of editorial staff before it is published online. All information is sourced directly from the most relevant contact and over 2,500 interviews are carried out by our research team per month.

Is the database screened against the CTPS database?

All databases are fully checked against the CTPS and PAF (Postal Address Finder) databases. If a business wishes to list a different address to the one listed in PAF then we will always aim to list this address.

Where do you get company records from?

Computing mi has been supplying b2b information for over 30 years so is a well established set of databases in its own right. Around 10% of the records are replaced each year with entirely new companies so our existing customers always have new leads to call. These new records are obtained from our circulation database to the Computing, IT Week, AccountancyAge and CRN titles, and also from partnerships with other data providers such as Onesource. Every record we publish has goes through our internal rigorous research and editorial process before it is published online.

How do credit units work and how will they be used?

Credit units are used if you want download company and contact details to a spreadsheet or mail merge program such as Excel. One credit unit allows you to download the contact name and job title of one contact, together with the address, OR the phone number. Downloading the address and telephone number will cost two credit units per contact name. e.g.

1 contact name, with job title	1 contact name, with job title
+ company name	+ company name
+ address	+ address
OR telephone number	AND telephone number
= 1 credit unit	= 2 credit units

Please note:

Credit units are only needed if you want to download information for mailshot or telemarketing campaigns. No credit units are used if you simply wish to view the information online. Additional contact names and more detailed company information (where available) will require additional credit units. All downloads are for one time use only i.e. you may contact the person once by phone and once by mail only. All non-respondents from a campaign must be deleted from your database immediately.

Can email addresses be downloaded?

Email addresses are displayed in the record but due to the data protection act are not available for download.