

HGDATA

Applied Data Science.

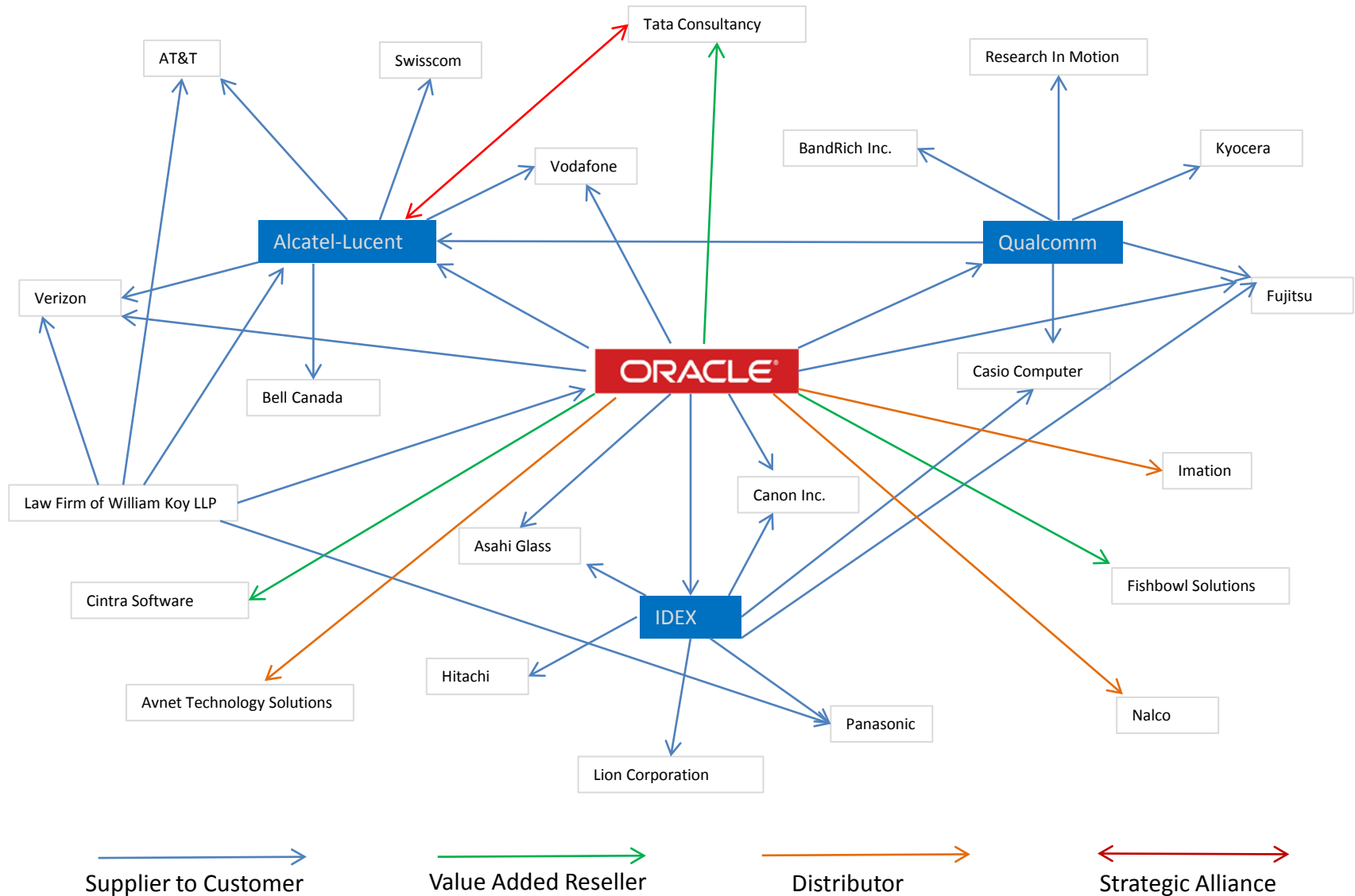
About us

Market
Opportunity

Technology

Team

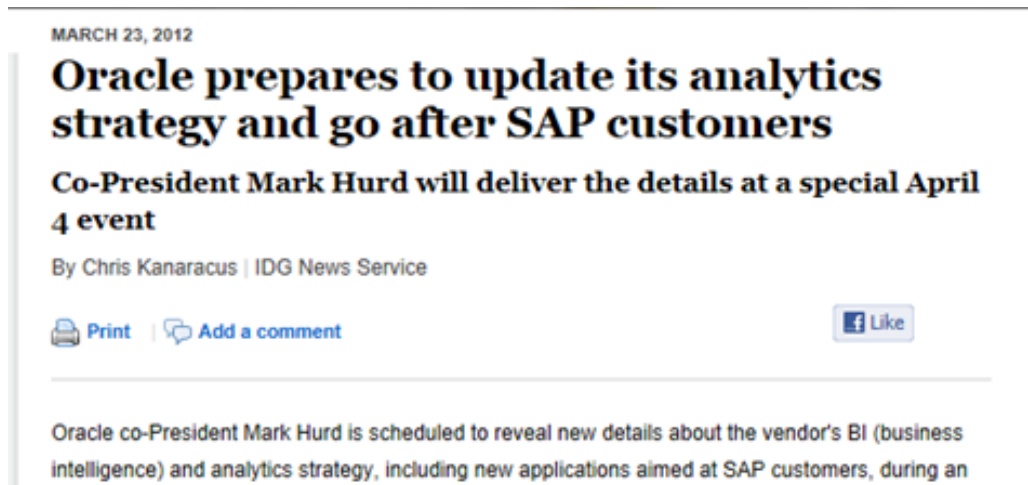
■ HG DATA: reveals customer relationships between businesses entities



HG's First Vertical Market: Enterprise Technology

■ The Problem

Technology companies lack the granular market intelligence needed to efficiently execute significant campaigns and understand share of wallet



■ HG's Solution

Build the world's largest and most accurate database of technology customer intelligence. Feed this data into sales and marketing workflow and business intelligence applications.



HG Data: Customer Intelligence for Thousands of Products

IBM: 137 products tracked at 32,405 Customer Locations

Product	Customer Locations in HG Database
Cognos	9317
DB2	8998
IBM Informix	2101
IBM System i (AS/400)	15667
IBM Tivoli	3380
IBM WebSphere	8230

SAP: 77 products tracked at 21,956 Customer Locations

Product	Customer Locations in HG Database
Ariba	2113
SAP Business Objects	10615
SAP ERP	6965
SAP ERP Central Component (ECC)	2114
SAP ERP Human Capital Management (HCM)	1351
SAP R/3	3062

Oracle: 142 products tracked at 40,445 Customer Locations

Product	Customer Locations in HG Database
Hyperion	10240
JD Edwards	6611
Oracle Database	16337
PeopleSoft	14674
SUN Solaris	11166
Taleo	9213

HG Database — Technology Profiles for 500,000+ Company Locations

COMPANY: JPMorganChase

LOCATION: Jersey City, NJ

DUNS #: 7940066

Adobe Systems Inc.

CQ5

Omniure

Amazon

Amazon EC2

Atlassian

Atlassian Confluence

Atlassian Greenhopper

Atlassian JIRA

Autonomy

Autonomy Optimost

Avaya Inc.

Avaya Business Communications Manager

Brocade

Brocade DCX Backbone Family

Brocade Switches

CA Technologies

iTKO LISA

Cisco Systems, Inc.

Cisco Adaptive Security Appliances

Citrix Systems, Inc.

Citrix XenApp

EMC Corporation

EMC Celerra

EMC Clariion

EMC Data Domain

EMC RecoverPoint

EMC Symmetrix

Hewlett-Packard Company

HP Blade Servers

HP LoadRunner

HP OpenView

HP Performance Center

HP Quality Center

HP Reporter software

HP Serial Attached SCSI (SAS) Enterprise

HP SiteScope software

Hyland Software

Hyland OnBase

IBM

Cognos

IBM DB2 for z/OS

IBM ECM

IBM FileNet

IBM Rational ClearCase

IBM SPSS

IBM SPSS Advanced Statistics

IBM Tivoli

IBM WebSphere

IBM Websphere MQ

Lotus Domino

Lotus Notes

Microsoft

Microsoft ECM

Microsoft SQL Server

Sharepoint

Windows Azure

Windows Server 2008

NetApp

NetApp Common Internet File System (CIFS)

NetApp Data ONTAP

NetApp Network File System (NFS)

NetApp Network-Attached Storage (NAS)

NetApp SnapMirror

NetApp SnapVault

Oracle

Hyperion

Oracle 10g

Oracle 10g Enterprise Edition

Oracle 10g Standard Edition

Oracle 11g Enterprise Edition

Oracle 8i

Oracle 9i

Oracle Enterprise Content Management (ECM)

Oracle ERP

Oracle OLAP

Oracle Real Application Clusters

Solaris 8

SAP

SAP Business Objects

VMware

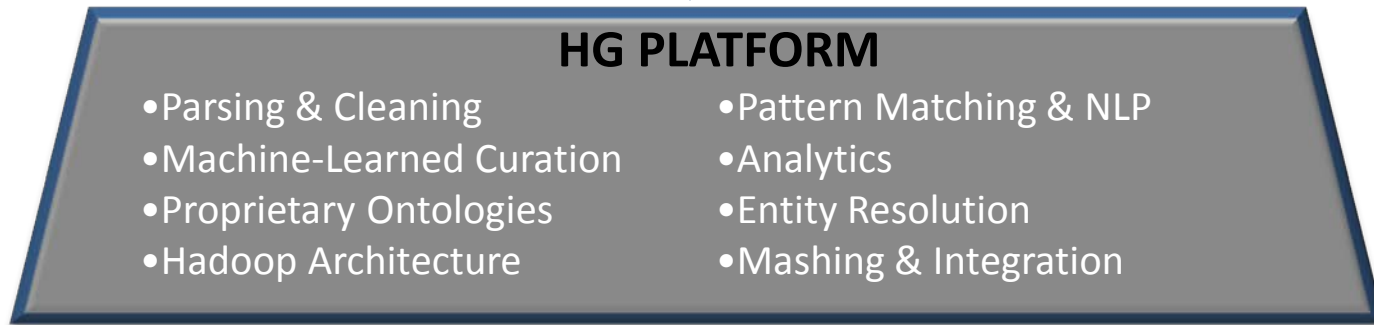
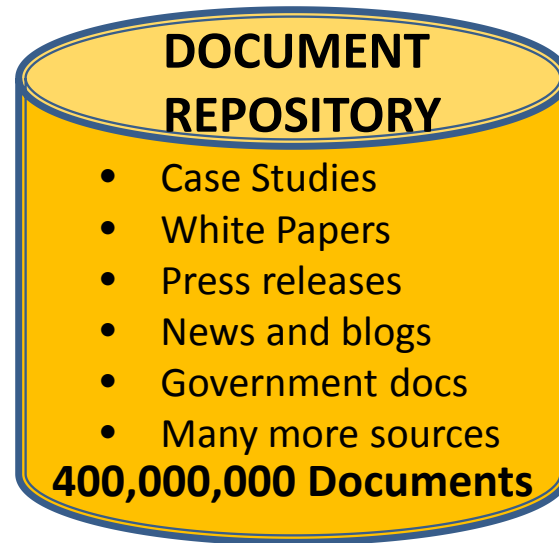
VMware ESX Server

VMware Server

VMware vFabric GemFire

VMware Virtual Desktop Infrastructure

■ How We Build It - Start with Massive Amounts of Unstructured Data



HG DATABASE OF B2B TECHNOLOGY PROFILES

Opportunities

- Countless verticals untapped and ripe for disruption
- Lower Barrier to Entry: Evolving technologies & services such as Hadoop, AWS and CrowdControl have lowered the cost and increased the speed and scale
- More and Better Data Sources: Twitter Firehose, GNIP, data marketplaces, and services such as Connotate
- Commoditization of Traditional Data Elements: Cost of contact records and basic company information is declining, allowing new entrants to “buy” the commodities and “build” the differentiators
- Real Time Workflow Integration: Lower barrier to integrating within CRM and other developer ecosystems

Holy Grail Opportunities

- Real time data for Wall Street Quants
- Convergence of Customer Intelligence with Sentiment



Challenges

- Named Entity Resolution:
 - ABC Plumbing, ABC Plumbing Inc., ABC Plumbing LLC - *Which company is this?*
- Market Sizing
- Stigma of “web scraping”
- Shortage of data scientists