



## Harte-Hanks deploys KXEN technology to enrich its databases and provide its customers with more information

### AT A GLANCE ...

Harte-Hanks, a provider of database products and services for IT companies and telcos, is partnering with KXEN to develop enhanced databases that will provide businesses with deeper customer insight.

Harte-Hanks flagship product, Computer Intelligence™ Database (CI™), currently holds market intelligence on more than 150,000 businesses in 20 European countries, detailing their computer assets, ongoing technology projects and key decision-makers. The database - which also includes economic and demographic information - totals some 600,000 profiles and 4 million records, compiled on the basis of 300 data fields.

### CI Predict, Harte-Hanks' new product

When Harte-Hanks wanted enhanced information on the European SMB market - a total of some 15 million businesses - the volume of data to be collected was beyond the scope of its existing call centre.

In response the company developed CI Predict, initially for the German market. This uses KXEN analytics technology to extrapolate new data by comparing 20,000 Harte Hanks records with 2 million from a German institutional partner.

### Mine the database intelligence

The first analytical model built using KXEN revealed that the five most significant variables for the SME market were numbers of desktop PCs, laptops and printers together with budgets for IT and telecommunications. Applying this knowledge revealed that 500,000 out of a total of two million SMBs were of relevance to Harte-Hanks' customers.

Systematic use of KXEN has given Harte-Hanks 800,000 records covering the German market, compared with 20,000 before: a forty-fold increase in data which is also more reliable, pertinent and robust.



**Thanks to KXEN data extraction technology we can now obtain more precise and more recent data that is also easier to use.**

**The KXEN tool has allowed us to mine the intelligence contained in our databases. We now have a more powerful modeling tool, enabling us to broaden our offering and create even more added value for our customers.**



Didier Andrieu,  
Managing Director, Harte-Hanks Europe



We make it happen

Customer Case

Harte-Hanks and its German partner now use the KXEN models daily to enhance their respective databases. Harte-Hanks plans a similar cooperative approach with a UK partner, to be expanded into all of the countries in which it operates. Three years from now the CI Predict solutions are expected to generate over 20 percent of the company's revenues in Europe.

Harte-Hanks is also planning to use KXEN to complete blank fields in its databases. By drawing on existing data and establishing company profiles, CI Predict can extrapolate data from these empty fields to produce complete information on all the companies in its database.



***In today's business environment obtaining high-quality, pertinent data is critical to success.***

***Our partnership with Harte-Hanks is an eloquent illustration of this. Thanks to KXEN the company has significantly enhanced the added value of the lists it sells to its customers.***

Roger Haddad, KXEN CEO.



## About Harte-Hanks

Founded in 1924, Harte-Hanks, Inc., is a worldwide, direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to a wide range of local, regional, national and international consumer and business-to-business marketers. The company employs 7,000 people and in 2004 had revenues of one billion dollars.

## About KXEN

KXEN provides next generation business analytics software to drive better corporate decisions. KXEN's unmatched speed, ease of use and scalability enable leading companies around the world to expand the use of predictive analytics and enhance corporate performance. Based on breakthrough mathematical theory, KXEN's products offer reliable predictions and deep insight for achieving critical business

Harte-Hanks Direct Marketing improves the return on its clients' marketing investment with a range of services organized around five solution points: Construct and update the database – Access the data – Analyze the data – Apply the knowledge – Execute the programs.

Visit the Harte-Hanks website at:  
[www.harte-hanks.com/europe](http://www.harte-hanks.com/europe).

goals. The company partners with leading systems integrators and software vendors to integrate advanced analytics into enterprise applications and business processes.

Founded in 1998, KXEN is headquartered in San Francisco, California, with offices in the USA, UK, and France, and distributors throughout the world.

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