



ZoomInfo OperationsOS.

Power your business with Data-as-a-Service for
high-performance B2B data and orchestration

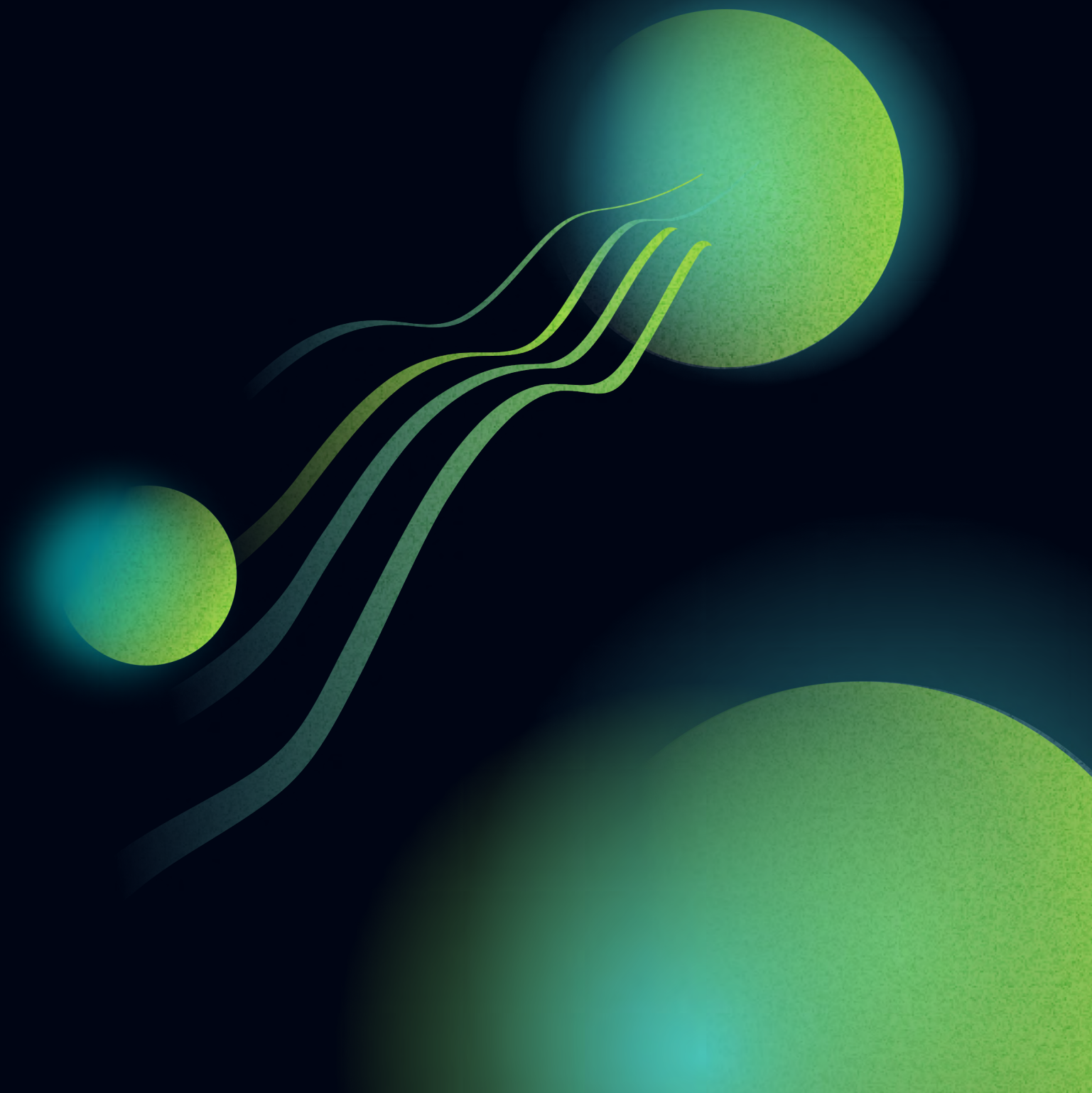




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The customer data imperative

We live in a world of the connected customer.

Your customer is not just talking to you through email or the phone, but visiting your website, listening to podcasts, reading articles elsewhere, talking with other customers, and browsing analyst reviews, a consumer shift only accelerated by the COVID-19 pandemic.

“By 2025, [Gartner](#) expects 80% of B2B sales interactions between suppliers and buyers to occur in digital channels.”

While this is the accepted truth in the business-to-consumer (B2C) space, it is becoming increasingly prevalent in the business-to-business (B2B) space as well. In order to compete in this shifting paradigm, you must be able to **identify your customers across channels** and **learn as much as you can about them** starting with core firmographics (name, website, revenue, size, location, industry otherwise called the SUPER 6). But knowing firmographics is just the beginning.

To take better data-driven actions, you have to look deeper. You need to understand data points like organizational hierarchies, technologies being used, intent to purchase your products, news scoops as well as advanced derived

insights like department-level or technology sophistication. An organization, at the end of the day, is also its people. Identifying and accessing professional contact data is another key piece to mapping an organization.

Beyond identifying existing prospects and customers, modeling and analysis also allow you to drive the next wave of business growth by identifying lookalike accounts based on good-fits and expanding your total addressable market (TAM). Having the right insights enables the right action at the right time.

In this world of the connected customer, ***your ability to tie together the most accurate and comprehensive customer view is critical to delivering personalized experiences that can supercharge the success of an organization.***

Data is the thread that ties a customer story together. Accurate, deep, comprehensive, and consistent data, alongside the ability to manage and orchestrate that data, is critical to making data-driven decisions that power sustainable revenue and growth.

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First-party data is available and plentiful. In 2020, [IDC](#) estimated that more than 59 zettabytes (ZB) of data was created, captured, copied, and consumed worldwide.

Yet, in a survey of B2B companies by [McKinsey](#), only one in four respondents said they use data weekly to understand customer needs. An overwhelming 86 percent of respondents believed they could do much better with data. And in 2021, [NewVantage Partners](#) found that “only 24% of organizations think they are data-driven.”

Forrester estimates that 80% of B2B firms struggle to manage customer data—leading to siloed data, wasted budget, and disappointing results.

With the velocity, volume, and variety of data generated, organizations struggle to go **from data to insights to action**.

Inaccurate, incomplete, and inconsistent data

In reality, data is more often than not entered incorrectly or it decays. “On average, 40% of B2B leads contain data that is invalid, incomplete, or duplicated” [[DemandGen Report](#)]. “Only 3% of companies’ data meets basic quality standards” [[HBR](#)].

Furthermore, “employees waste up to 50% of their time dealing with mundane data quality issues” [[MIT Sloan](#)].

The impact of dirty and duplicate data is catastrophic to an organization, and is also well-documented. “15–25% of revenue is the cost of bad data” [[MIT Sloan](#)]. “21 cents per dollar are wasted due to poor data quality, causing inaccurate targeting and lost customers” [[Forrester](#)].

Siloed data across multiple systems

Today’s organizational technology systems are complex and siloed. “Large firms deploy an average of 163 applications on average” [[Okta Survey](#)]. “78% of organizations say they have moderate to high-levels of data silos” [[Comptia](#)]. “15 is the median number of data sources used by marketing organizations in 2019” [[Salesforce Research](#)].

While the cost of missing critical information is difficult to estimate, in a study on cross-functional collaboration, [Accenture](#) found that companies who didn’t invest heavily in cross-functional digital investments fell ~5% short of their expected growth goal. However, on the flip side, champions who invested 1.5 times more than the rest in digital transformation investments made across functions found a 27.1% gains in revenue in the period of study versus the 6.6% of others. That is four times better.

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Lack of B2B data

While first-party data (i.e. data that your organization collects and utilizes from your own activities) abounds, in order to get the full picture of your customers, third-party data is an important element of any strong data strategy.

In a recent article, [McKinsey](#) pointed out that “few organizations take full advantage of data generated outside their walls. A well-structured plan for using external data can provide a competitive edge.”

Whether for customer insights, strategic analysis, operations and forecasting, or risk management, external data can not only fill in gaps and augment your existing database to support your master data strategy, but also enable advanced analysis, modeling, and scoring.

Lack of resources, skills, or initiative to leverage data modeling and scoring

A recent study commissioned by [Domino](#) saw that a powerful 82% of high maturity companies have had data science make a great deal or fair amount of impact on sales or revenue.

Data science holds the promise to better understand customers and drive efficiencies while removing human biases. However, despite the benefits, the same study also pointed to how companies struggle to execute on the best-laid plans to scale data science and face shortages of skilled, productive employees and tools they need.

McKinsey
& Company

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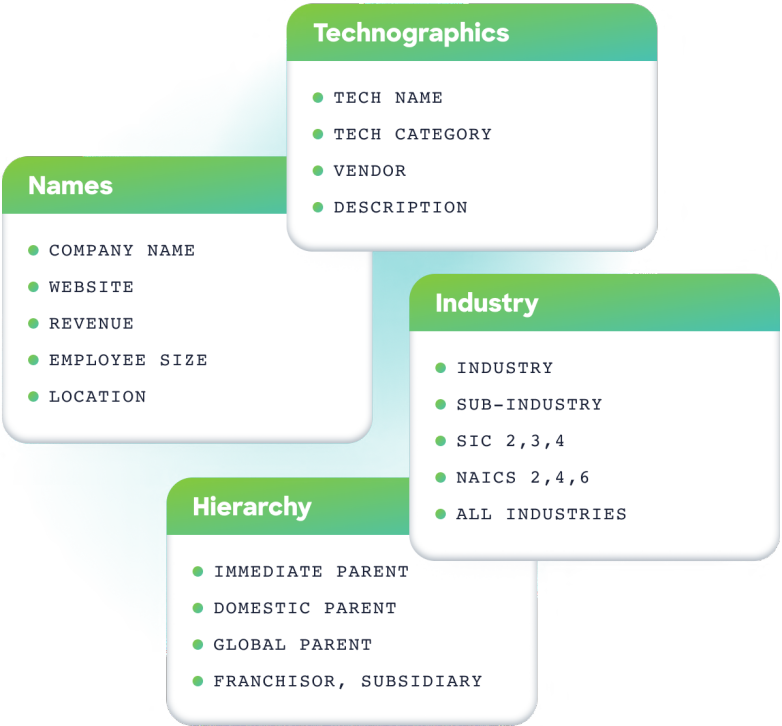
Understanding Data-as-a-Service (DaaS)

Gartner, Inc. defines [data-as-a-service](#) as:

“A design approach or a style of information architecture geared toward transformation of raw data into meaningful data assets for agile/timely data provisioning, and the delivery of these data assets on demand via consistent, prebuilt access, with the aid of standard processing and connectivity protocols. The key value addition of DaaS over provisioning of aggregated data through web services and APIs for a service-oriented architecture is that unlike an API access, which serves merely to deliver and provision curated datasets, DaaS additionally provides key capabilities for data composition and allows users to perform additional operations on integrated data, such as filtering, aggregation and contextualization with external sources. Additional capabilities of DaaS over SOA and APIs include data enrichment, data curation, data aggregation, and data analysis.”

While organizations can attempt to build everything on their own, B2B data acquisition, enrichment, orchestration, and management are not trivial problems to solve. *The right external data-as-a-service provider can help accelerate end-to-end business data management by bringing together data from multiple sources, and managing the data through preparation, enrichment, modeling, analysis, orchestration, delivery, and monitoring.*

With data-as-a-service, B2B teams can gain a faster understanding of their prospects and customers, and find new opportunities for growth through data-driven insights.



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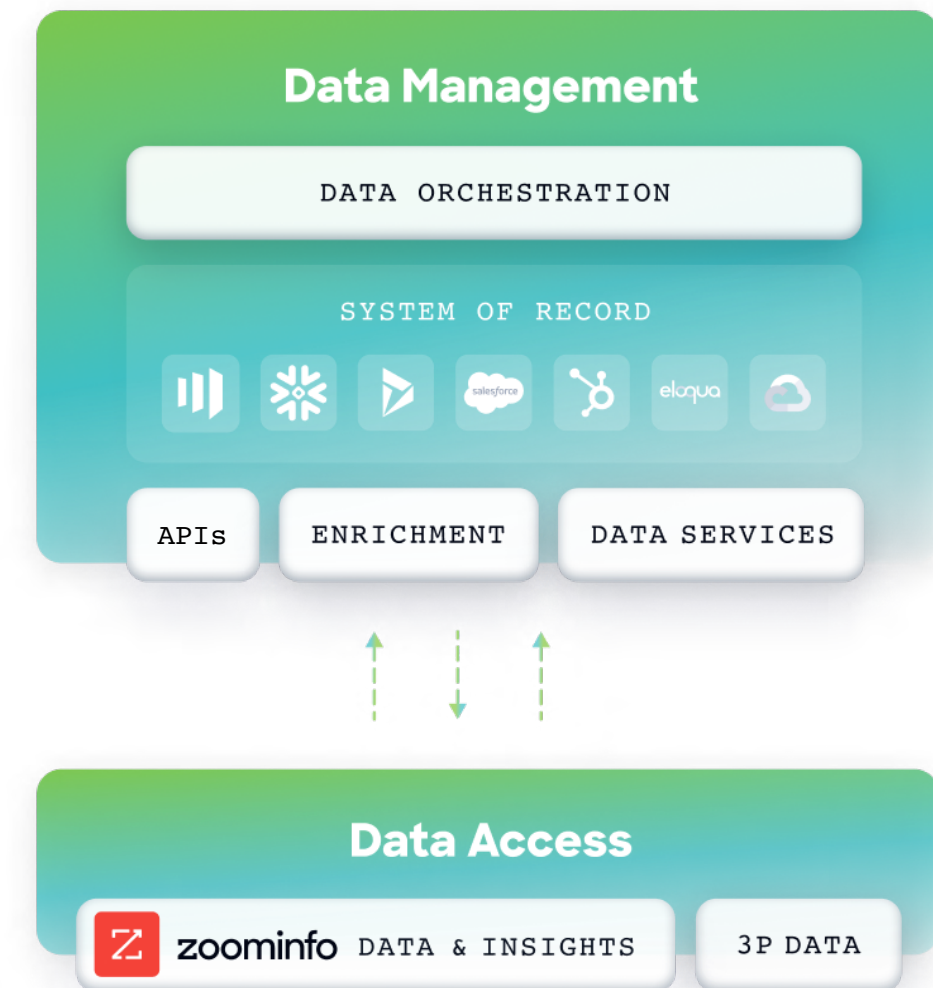
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Build engagement-ready data with ZoomInfo OperationsOS

With a mission to help organizations build a unified view of their customer, ZoomInfo Data-as-a-Service provides a comprehensive suite of products and services to help organizations build effective data-driven go-to-market engines. By cleansing, acquiring, enriching, and unifying B2B data directly in any workflow or system, when and how needed, ZoomInfo Data-as-a-Service enables real-time accurate routing and effective sales activation with engagement-ready data.

Powered by the world's best B2B data and intelligence built on artificial intelligence (AI), human-in-the-loop (HITL) processes, and the ZoomInfo platform, ZoomInfo Data-as-a-Service provides convenient integration points, delivery and orchestration mechanisms including cloud data warehouses and storage like Snowflake and AWS, APIs, flat files, codeless rules-based data orchestration, and custom data services to accelerate end-to-end data management.



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ZoomInfo Data-as-a-Service suite enables data acquisition and enrichment from multiple data sources as well as the data management and orchestration needed to make every data point flow cohesively, including:

- **Company Data Brick**

Accessible via Snowflake, AWS, or flat files, acquire company location and headquarters (HQ) data to support your master data strategy or run advanced analysis and modeling.

- **APIs including search, enrich, and subscription**

Seamlessly integrate B2B data and intelligence directly in any system and workflow, at scale through RESTful APIs and Webhooks.

- **Modeling and scoring services**

Lookalike regression and custom models are used to identify net-new, cross-sell, or upsell opportunities for product lines, divisions, and GTM teams.

- **Custom data services**

Dedicated delivery managers to support your data strategy with custom data requests including complex enrichment and modeling.

- **Enrich: Essential**

Enrich your customer relationship management (CRM) and marketing automation technology (MAT) systems directly with ZoomInfo's leading company, contacts, leads, Intent, and Scoops data.

- **Enrich: Premium**

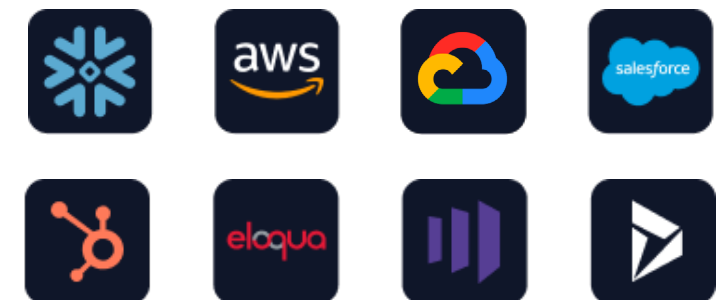
Enrich data in CRMs and MATs from multiple vendors, standardize, dedupe, normalize, segment, and match leads to accounts through codeless, rules-based configuration.

- **Cleanse**

Automate data quality and data optimization tasks like deduplication, lead to account matching, segmentation, and normalization through mass updates or prevention workflows.

- **Route**

Easily build customizable routing workflows and Round Robin groups to assign incoming Leads, Accounts, and/or Contacts from web forms or list imports.



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Traditional B2B data providers represent low-quality data collected through manual processes, typically for legal or credit use cases delivered through older, paired with piecemeal tools and technology that generate disjointed user and customer experiences. On the other hand, smaller or niche data vendors only specialize in data sets that target narrow use cases.

In order to succeed, you need a solution that not only provides high-quality data but also actionable insights and intelligence. But data and intelligence is not enough, you also need a data orchestration layer that makes the data engagement-ready. Finally, engagement-ready data needs to be activated through the right tools to engage with the prospect and customer at the right time with the right message.

Unparalleled commercial B2B data

Named the leader in the [Forrester Wave™: B2B Marketing Data Provider](#), ZoomInfo's patented system provides the world's most comprehensive and accurate business data, accessible in any system or workflow. Teams no longer have to choose between data accuracy and coverage. ZoomInfo helps drive your next

wave of growth with a comprehensive and reliable business data foundation, powered by smart matching and enrichment.

That's because unlike traditional vendors who buy other flawed datasets or rely on time-consuming, error-prone manual processes, ZoomInfo leads with an AI and human-in-the-loop (HITL) approach to business data.

The ZoomInfo DaaS Solution offers:

- 106M+ Businesses Globally
- 167M+ Company-Locations covering 200 firmographic data attributes
- 140M+ Contacts with 100M+ verified emails, 72M+ direct dials
- 31k+ Technologies Profiled
- Supports Account Core Fill Rate: 100%, Data Accuracy: 90+%, Account Match Rate: 99.8+%
- Largest coverage of SMB businesses

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ZoomInfo has trained advanced, business-specialized machine-learning algorithms to mimic millions of industry professionals to create a living and continuously growing database. In addition, an in-house human research and development team with over 300 researchers focuses on continuous improvement of the database. Data tests continue to confirm that this approach leads to between 30-70% higher data reliability scores.

Intelligence—when and where you need it

Eliminate missed opportunities by making data work for you. Seamlessly integrate intelligence at the right time, anywhere you need it.

Comprehensive data delivery

Be it CRMs, MATs, data warehouses, webforms, or custom systems and workflows, ZoomInfo supports complete, accurate, and consistent data delivery across your stack on-demand, on-schedule, or in real-time.

Highly flexible, scalable and in real-time

Enable automated, real-time access and enrichment of B2B data and intelligence in any workflow or system and keep the data updated for the freshest data at all times via extensive APIs and webhooks.

Accelerate end-to-end data management

ZoomInfo offers a single solution to acquire, enrich, integrate, analyze, and orchestrate data, activating a unified data strategy and building predictive go-to-market intelligence to fuel growth.

Codeless and rules-based automation

Remove friction along the data journey from data ingestion, unification, standardization, normalization, and deduplication, to segmentation, multi-vendor enrichment, and routing using intuitive and drag-and-drop interfaces.

Seamless access and orchestration

With a convenient and comprehensive set of integration, delivery and orchestration mechanisms, ZoomInfo DaaS works in your workflows and systems as opposed to the other way around saving you time, resources and effort in transforming or moving data and intelligence around to fit your needs.

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So much more than company data

Today's teams need access to a complete go-to-market intelligence solution, not just another company data provider competing solely based on the volume of data, not necessarily the quality.

Company, technographics, contact, Scoops, Streaming Intent, and more

ZoomInfo doesn't just provide leading firmographic data but also the world's best contact data, technographics, Streaming Intent, and Scoops supported by modern data processes to keep it fresh and accurate.

Enrich from multiple data vendors

Customers can enrich their data from ZoomInfo and over 60 other data vendors in a rules-based, waterfall logic to meet all their needs and support a multi-vendor strategy with one end-to-end solution.

Support forward-looking data initiatives

ZoomInfo's data services team can help identify unseen opportunities through modeling and scoring services including lookalike modeling, semantic modeling, propensity scoring and deeper go-to-market analysis including building ideal customer profiles (ICP), total addressable market analysis, segmentation and more.

Tap into the ZoomInfo all-in-one go-to-market intelligence platform

The ZoomInfo platform empowers B2B sales, marketing and recruiting professionals with a suite of solutions including the core platform, Engage, Workflows, Conversational Intelligence, Intent and more that delivers an enterprise-grade, end-to-end go-to-market solution that covers all three aspects of a modern go-to-market platform including intelligence, orchestration and activation that supports the full stack of users from data and operations teams to sales, marketing, and recruiting professionals on the front-end.

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A relationship, not just data products

ZoomInfo doesn't stop at data. ZoomInfo's data services team is an extension of our customer's data team. By supporting your initiatives from start to finish, our team of data-experts offer white-glove data services to help you identify the path towards achieving your next wave of growth.

Committed customer success

ZoomInfo helps ensure you are successful with dedicated customer success, account management, support, implementation, and learning and development programs. Additionally, we offer ZoomInfo University which provides live and on-demand training, as well as certifications. With offices across the globe in Israel, England, and the US, expect to be served better.

Dedicated delivery managers

Meet your data strategy needs with the right help and resources. Within a ZoomInfo Data Services engagement, you will work with dedicated data delivery managers available on-demand for data requests.

Join the go-to-market movement

ZoomInfo is the modern, end-to-end go-to-market platform powering businesses worldwide. Count on the best everyday, as our innovation and momentum keeps us far ahead within our industry.

ZoomInfo has been a consistent [front-runner](#) in the industry for over a decade and growing exponentially year over year. ZoomInfo not only provides the leading go-to-market platform that leverages modern and transparent approaches to data with emphasis on [GDPR and CCPA compliance](#) but also provides highly flexible APIs, workflows, and orchestrations with turnkey engagement applications on a highly-scalable, and cloud-first architecture that seamlessly integrates into any tech stack and cloud ecosystem.

Deploy data without compromise

Only a leading company like ZoomInfo can support your unique enterprise needs. Join over 25,000+ other customers who have already trusted ZoomInfo for data solutions.

Visit our [ZoomInfo OperationsOS](#) page to learn more.

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TTEC increased sales-accepted leads **by 317%** with ZoomInfo.

“

With ZoomInfo, not only did we identify exactly the right accounts to go after, but we saw the data-driven reasons why.

Jeff Marcoux
VP of Marketing

Access Development saw a **40% increase** in lead conversions.

“

With ZoomInfo Enrich, we had a good experience from the start. We're finding more success with our email blasts thanks to ZoomInfo's accurate contact information and their ability to enhance the database.

Taylor Hatchell
Salesforce Admin Manager

Exterro saw a **20% increase** in conversions.

“

RingLead, by ZoomInfo does so much more than just routing. I could see that I could do real time enrichment through third party tools that were integrated, deduplication and duplicate prevention, as well as normalization.

Cody Bustamonte
Salesforce Administrator & Marketing Operations Manager