

## Model of Excellence Profile – DiscoverOrg

Company Name:	DiscoverOrg LLC	ICG#	38211
Address:	805 Broadway, Suite 900, Vancouver, WA 98660		
Product Name:	<b>DiscoverOrg</b>		
URL:	<a href="http://www.discoverorg.com">www.discoverorg.com</a>	President Name:	Henry Schuck, Co-Founder & CEO

### Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell – Lead Generation	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research, Manual	<i>Distribution Model</i> Direct Sales – Captive Direct Response – Web-based	
Company Overview	DiscoverOrg is a leading global sales and marketing intelligence tool used by over 2,000 companies to accelerate growth. DiscoverOrg's solutions provide a constant stream of accurate and actionable company, contact, and buying intelligence that can be used to find, connect with, and sell to target buyers more effectively – all integrated into the leading CRM and marketing automation tools in the market. DiscoverOrg's has a team of almost 200 in-house researchers that updates every data point at a minimum of every 90 days.		
Product/Service Description	<p>With so many providers of sales lead data engaged in a never-ending battle to improve their scraping and aggregation technology, it's refreshing to see so much respect being accorded to DiscoverOrg, which operates a 150+ person in-house research group that updates all contacts in its database every 90 days. Moreover, DiscoverOrg maps the organizational structures of key departments in the companies it follows, and monitors them for trigger events that suggest current selling opportunities for DiscoverOrg customers. As one example of its commitment to data quality and comprehensiveness, DiscoverOrg reports a remarkable 97% of the individuals in its database have direct dial telephone numbers.</p> <p>DiscoverOrg currently fields global databases covering IT, Marketing, Sales, Engineering/Design. It can be accessed directly, but also offers tight integration with CRMs, such as Salesforce and Zoho; marketing automation platforms, such as Hubspot and Marketo; and sales enablement tools like SalesLoft and Outreach. In addition, it offers integration through its webhooks functionality.</p> <p>The simple recipe for success at DiscoverOrg is a deep commitment to data quality, a focus on providing organizational context for selling purposes, and the ability to identify and report sales triggers all via an integrated platform, with third-party platform integration as well. It's a compelling offer that, unusual for this day and age, focuses on quality over quantity, and it's proven to be a very successful formula for DiscoverOrg.</p>		
Year Founded:	2006	BizDev Contact:	Anthony Stark, VP, Corp. Development
Employees:	150-200 (est.)	Main Telephone:	800-914-1220
Profile Date:	7/28/2016	Primary Market Served:	51 -- Information
Ownership:	Private	Funding Source:	Privately Funded
MofE Class:	2016		