

Cable Operators Speed up Business Subscriber Acquisition with TARGUSinfo

Preliminary findings show MSOs 10x as likely to convert serviceable commercial opportunities

Vienna, VA - May 19, 2008 – Many cable operators today are pushing to speed up their subscriber acquisition and revenue recognition with first-call sales. Small to medium-sized business (SMB) subscribers have long been an attractive target and yet Multiple System Operators (MSOs) often find that they need more information to gain a business subscriber than a residential account.

Specifically, the operator needs answers to these crucial questions:

Is the SMB serviceable under current infrastructure?

If not, how costly would it be to make it serviceable?

Do I want to treat this SMB differently from the outset because it falls into my high-value segment?

Which of my products and services are most relevant to this business based on its firmographics?

TARGUSinfo, the leading provider of On-Demand Information services, launched BusinessReachSM services to help cable operators determine the business value of servicing on-net and off-net commercial sites on-demand. These services use the unique TARGUSinfo data repository and on-demand business attributes to drive enterprise-wide insights for MSOs, including firmographics and whether a location is easily serviceable.

In early testing, BusinessReach services have produced a tenfold increase in new business connections for off-net opportunities. In each case, MSOs have begun to see these results in the same month they launched the service.

Through the combination of its superior data repository, sophisticated analytics platform and real-time technology, TARGUSinfo enables operators to analyze the revenue potential of a particular address or region. BusinessReach services can also be integrated into call-center systems, empowering custom treatment of inbound calls based on the business attributes that are most important to an operator.

“Cable operators demonstrated the importance of the ‘first-mover’ advantage when they introduced triple-play (video, voice, Internet) bundles to American households,” said TARGUSinfo Executive Vice President Dennis Ainge. “However, cable operators are facing significant challenges when they try to replicate residential sales and delivery models to take advantage of the lucrative \$130 billion SMB space. We have found that in most cases, cable operators face challenges in scaling on-demand procedures to determine the serviceability, revenue potential and cost of installing services to commercial sites.”

To make it easy for MSOs to get up and running, TARGUSinfo developed BusinessReach services as a Web-based serviceability application. The application can be easily deployed on corporate intranets, CRM systems or on desktops of users who need the information. When added to carrier extranets, BusinessReach services enable alternative sales channel development.

About TARGUSinfo

TARGUSinfo On-Demand InformationSM services provide unique identification, verification, qualification and location solutions that enable communication service providers, retailers, call-center operators, Web-based marketers and others to dramatically increase the quality of their services and the effectiveness of their marketing. A privately held company, TARGUSinfo is headquartered in Vienna, Va. For more information, visit www.TARGUSinfo.com.

Press Contact:

Pete Simpkinson
TARGUSinfo
703.272.6200
pr@targusinfo.com
www.TARGUSinfo.com