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CASE STUDY #2: CONTACTS RESEARCH AND VALIDATION

CLIENT: Information Technology Consulting / Information Technology

LOCATION: New Jersey

TIMELINE: 2014 (Two Weeks)

**Challenge:** Need current contact information within two key federal government departments (HHS, Treasury) to introduce company capabilities. Locate, validate, and develop database of relevant contacts within target departments/agencies.

**Project:** Conduct research on primary titles and office/location with relevant purchase history/propensity to purchase for company's core capabilities/products/services.

**Results:** Confirmed and validated more than 3,242 HHS and more than 430 Treasury contacts - name, title, email, phone, and address, relevant projects/programs, where company could submit a proposal, win a contract, and provide services.