

# Select the Perfect Database

Does your database facilitate segmented and targeted communication?  
Is your database designed your marketing requirements?  
Do you know if your database is perfect for your needs?

Don't let your database make you "rich in data and poor in information". Here's a helpful checklist to know how to **Select the Perfect Database**.

## Select the Perfect Database

### Identification of:

1	Business Needs	<input type="checkbox"/>
2	Purpose & Objective	<input type="checkbox"/>
3	Area of Focus	<input type="checkbox"/>
4	Database Size Required	<input type="checkbox"/>

### Prioritizing based on:

1	Functionality	<input type="checkbox"/>
2	Flexibility	<input type="checkbox"/>
3	Reliability	<input type="checkbox"/>
4	Pricing / Cost	<input type="checkbox"/>
5.	Provider's Reputation	<input type="checkbox"/>
6.	After Sales Support and Services	<input type="checkbox"/>

### Search Tool

1.	Ease of Access	<input type="checkbox"/>
2.	Ease of Navigation	<input type="checkbox"/>
3.	Advanced Search Options	<input type="checkbox"/>


## Select the Perfect Database

### Search Tool

4.	Quick Loading Time of Application	<input type="checkbox"/>
5.	Intuitiveness and Intelligence	<input type="checkbox"/>
6.	Integration with CRM Application (Salesforce)	<input type="checkbox"/>

### Features Comprehensive Search Selection Interface

1.	Selection by Geography	<input type="checkbox"/>
2.	Selection by Industry	<input type="checkbox"/>
3.	Selection by SIC or NAICS Codes	<input type="checkbox"/>
4.	Selection by Company Size	<input type="checkbox"/>
5.	Selection by Titles	<input type="checkbox"/>
6.	Is the Database Management System (DBMS) is A.C.I.D. (Atomicity, Consistency, Isolation, Durability) compliant?	<input type="checkbox"/>

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