



CAE subscribe to our entire UKI database, in particular focussing on NHS organisations but also marketing to all other types of commercial companies.



34

Opportunities



3.5M

Revenue Opportunity

Overview

CAE subscribe to our entire UKI database, in particular focussing on NHS organisations but also marketing to all other types of commercial companies. The contacts targeted tend to be on lower level IT basis such as IT Managers, IS Managers but also IT Infrastructure Managers.

Even though the data is used for a variety of outbound activities the main object is to utilise it to support sales penetrating the accounts deeper and broader.

As CAE have a very tight stance on GDPR, to them i-4business is the only real data solution available. This is due to the extremely thorough methodology applied by i-4business and the fact GDPR compliance is guaranteed!

CAE can attribute 34 opportunities to the i-4business database directly with a total pipeline revenue of £3.5m.

“The data that is in i-4business we find accurate and we can absolutely correlate their data to opportunity and revenue.”

Andre Armstrong
Head of Marketing at CAE



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CAE Technology Services are an award-winning IT infrastructure solutions provider, delivering trusted solutions to their clients in the public, private and not-for-profit sectors.

Established in 1992, the company aims to be recognised as the best IT solutions provider for the commercial and public sector mid markets. There are eight offices in the UK.



i-4business are THE EMEA intelligence specialists with 21 years' experience serving the Technology sector.

i-4business has complete profiles on every enterprise account across EMEA with contact information on all IT/LOB decision-makers and influencers, including high coverage of IT Security & Risk Management contacts.

All i-4business data has been researched and personally verified by a member of their native in-house research team, ensuring i-4business remains the highest quality dataset in EMEA.