

VANCOUVER, WA, February 02, 2014 **/24-7PressRelease/** -- DiscoverOrg, <http://www.discoverorg.com>, a leading provider of technology sales and marketing intelligence tools used by top IT vendors, today announced that its solution set was named a winner of the 2014 SIIA Content CODiE Award for Best Sales and Marketing Intelligence Solution. Winners represent the information industry's best products, technologies, and services created by or for media, publishers, and information services providers.

The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announced DiscoverOrg as a CODiE Award content winner.

DiscoverOrg was selected for the CODiE award because it provides consistently solid, reliable and actionable sales and marketing intelligence due to the accuracy of its datasets, its in-depth and up-to-date IT Org Charts and the solid buying opportunities surfaced through its Real-Time Triggers. Because of the unmatched accuracy of DiscoverOrg's datasets - with 98% having email addresses and 95% including direct-dial phone numbers - and the power of the org charts and triggers, more than 1,000 IT sales organizations gain real competitive intelligence and insights into their opportunities.

The entire DiscoverOrg database, which includes contact information for 330,000 executives and decision makers at 15,500 organizations, is refreshed every 90 days. Only DiscoverOrg guarantees 95% data accuracy because unlike its competitors it doesn't rely on crowdsourcing or web scraping to verify its lists. Instead, it taps the power of its team of 85+ data analysts who continually make calls to update the information.

"This is really a testament to the hard work of our entire team, and the effectiveness of our product in the marketplace," said Henry Schuck, co-founder and CEO of DiscoverOrg. "The CODiE awards remain the only peer-recognized program in the content, education and software industries, so receiving this recognition serves as an incredible market validation for our company's product innovation, vision and overall industry impact."

"SIIA's 2014 Content CODiE Award winners are some of the most innovative, high-impact content products out there," said SIIA Vice President and General Manager for the Content Division Kathy Greenler Sexton. "We congratulate all of this year's CODiE Award winners, and thank them for the contributions they have made to the information industry."

Winners were announced during a special Awards luncheon on January 30 in New York City during the SIIA's annual flagship conference for information industry leaders, IIS 2014: Breakthrough.

The SIIA CODiE Awards are the industry's only peer-reviewed awards program. The first round review of all nominees is conducted by media, publishing, and information services executives with considerable industry expertise, including members of the industry, analysts, media and bloggers, and bankers and investors. The judges are responsible for selecting the CODiE Awards finalists. SIIA members then vote on the finalist products and scores from both rounds are tabulated to select the winners.

For more information about the SIIA CODiE Awards, visit: <http://www.sii.net/codies>

About the SIIA CODiE Awards The SIIA CODiE Awards were established in 1986 by the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose - to celebrate the software and information industry's finest products and services.

About DiscoverOrg DiscoverOrg is the leading sales and marketing intelligence tool used by the top IT vendors, staffing companies and consultants targeting IT departments of Fortune-ranked, Mid-Market and SMB companies in North America. Offered in the form of a constantly refreshed database, DiscoverOrg specializes in mapping out the IT org charts of more than 15,500 companies complete with verified email addresses, direct-dial phone numbers, reporting structure, IT project updates and technology installed base. Each of the more than 330,000+ IT decision makers in the DiscoverOrg database is updated and refreshed by the company's team of 85+ in-house researchers at least once every 90 days, enabling customers to reach the right person at the right company with the right message. For more information, please visit <http://www.discoverorg.com>.