

VANCOUVER, WA, February 13, 2014 **/24-7PressRelease/** -- DiscoverOrg, <http://www.discoverorg.com>, winner of a 2014 SIIA CODiE award and provider of information technology sales and marketing intelligence tools used by top IT vendors, has been recognized in a new profile by b2b research and advisory firm SiriusDecisions for making "the depth and quality" of its data its "primary development focus."

In its profile, Sirius also noted that DiscoverOrg "provides organizations focused on selling in IT markets with an easier way to acquire information about buyers and their specific needs." This was a reference to the entire range of DiscoverOrg's offerings, including its highly accurate contact datasets, IT Org Charts, Real Time Triggers and integration with leading CRM and marketing automation systems, as well as its services such as client success managers for each account and customer training.

Sirius concluded its profile by advising its clients to seek solutions like DiscoverOrg to "enhance their understanding of buyers."

In terms of DiscoverOrg's vision, Sirius noted recent initiatives such as the addition of datasets covering CFO/Finance and the company's expansion into the United Kingdom, as well as its plans to grow its coverage of mid-market and government organizations and expand its network of integration partners.

"DiscoverOrg is focused on providing b2b organizations that sell into IT markets with a deeper level of visibility into the organizations they target," Sirius noted in its profile. "The company's phone researchers continuously profile targeted organizations, interviewing stakeholders to understand buying centers, organizational structures, purchasing dynamics and technology infrastructures."

"This profile by SiriusDecisions is yet another validation of our market leadership, commitment to excellence and ability to deliver solutions that meet and exceed customer expectations," said Henry Schuck, co-founder and CEO of DiscoverOrg. "As noted, we are focused on expanding our operations and continuously improving our offerings, so that our customers' success stories will continue to fuel our own success as well."

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>.

About SiriusDecisions

SiriusDecisions (<http://www.siriusdecisions.com>) helps business-to-business companies worldwide improve sales, marketing and product effectiveness. Management teams make more informed business decisions through access to our industry analysts, best practice research, benchmark data, peer networks, events and continuous learning courses. SiriusDecisions is based in Wilton, CT, with offices in London, Montreal, San Francisco, and Waltham, MA.