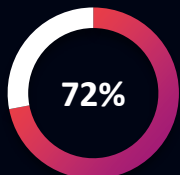


Empower customer 360 with on-demand, high-performance B2B data at scale

Create a comprehensive, centralized view of your customers with premium, accurate data delivered when, where, and how you need it.

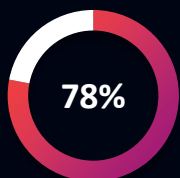
Common B2B data challenges



72%

Lack of intelligence or insight

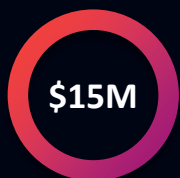
of B2B incumbents consider data management a top challenge, mainly due to their insufficiently sophisticated IT systems to fully utilize structural data advantages.¹



78%

Siloed data

of organizations say they have moderate to high levels of data silos.²



\$15M

Bad data

in revenue on average is lost per year; organizations credit this to poor data quality.³

With ZoomInfo Data-as-a-Service (DaaS) you can:



Get insights across your TAM

Keep data decay at bay with robust total addressable market (TAM) data delivered directly to the Amazon Web Services (AWS) Cloud at scale.



Leverage a single source of truth

Govern across workflows and systems with real-time, centralized data.



Synthesize models and advanced analytics

Seamlessly ingest and analyze raw data directly on AWS Cloud.

ZoomInfo Data-as-a-Service (DaaS) on AWS Cloud provides a highly secure, reliable, and scalable data delivery solution establishing a foundation and open seamless connections across your organization.

[Let's talk](#)

Request a demo to learn how you can power your business with high-performance data.

[Visit our website](#)

Learn how you can get your data anywhere, anytime.

¹ McKinsey & Company, [The data gambit: How large B2B companies can outmaneuver start-ups](#), January 2021.

² CompTIA, Inc., [Emerging business opportunities in AI](#), May 2019.

³ Moore S, [How to Create a Business Case for Data Quality Improvement](#), Gartner, Inc., June 2018.