The Customer

Hamdan Bin Mohammed Smart University provides high quality learning programs to students throughout the United Arab Emirates. Founded in 2009, it is the first e-University in the UAE and its supreme president is none other than crown prince Hamdan himself. The university aims to deliver a superior learning experience via an innovative virtual environment and has a commitment to supporting lifelong learning as well as driving advances in smart learning and addressing factors in the economic growth within the UAE. As part of this goal the university uses the latest computer technologies and also offers a wide array of student resources including a library, e-Career and Placement Services and e-virtual communities and learners’ clubs.

The Challenge

Expensive and low quality data

When Hamdan Bin Mohammed Smart University made the decision to purchase a database of company intelligence for the UAE, they faced a number of obstacles in the process. Many providers charged extortionate prices for what seemed to be subpar offerings; data that was inaccurate, outdated or just not complete. Understandably, the university did not want to have to spend their own time correcting mistakes on a database that they had paid good money for and that was supposedly high quality. With all of this in mind they ultimately settled on Global Database to provide the business information that they needed.

The Solution

Self-updating, accurate data

Global Database provides high quality company intelligence at affordable rates. Our data is taken from authoritative sources and displayed on our innovative and efficient platform that ensures ease of use for our clients. Our patented web crawling technology is constantly updating profiles in real time, so our clients can focus on more pressing matters while knowing that their list is as accurate as possible. Global Database customers are also able to export data to Excel for free with no limits; perfect for setting up efficient and well-crafted email campaigns.

For these reasons, we have become an essential tool for thousands of marketing professionals across a wide variety of industries, from startups and small businesses to large market-leading multinationals. Brands such as Microsoft, Avaya, Cisco, KPMG, Maserati, DHL, Dupont, Iveco, Caterpillar, Ipsos, Motorola Solutions, Experian and many more all trust us to deliver the highest quality data possible; something that we deliver on time and time again.

The Results

Better time management

Thanks to the constant updates and verification checks completed on their database, Hamdan Bin Mohammed Smart University was able to gain better time management and boost their productivity as a result. Obviously no trustworthy company intelligence provider would claim to have 100% accuracy, but the university can rest assured that with Global Database’s 93% accuracy they have some of the highest quality data in the industry at their fingertips. At 1,990 USD per country access for a whole year, the university has also made a huge saving in comparison to other providers in the market, and therefore are delighted that their decision to purchase data from Global Database has been excellent value for money.

Amrita Ashok
Marketing and Branding Manager
Corporate Marketing & Communication Department

info@globaldatabase.com | +44 203 6406006