**The Customer**

Nissan Motor Company Ltd is a Japanese car manufacturer that was founded in 1933 and has since gone on to become one of the largest and best-known companies in the industry. Today, the Nissan brand is a household name, even amongst those who have no special interest in automobiles. The company is also currently the world's top manufacturer of electrical vehicles, with sales of more than 275,000 worldwide as of December 2016.

**The Challenge**

**Reaching the right decision makers**

Whether a company is large or small, efficiency is always of vital importance in order to keep things running smoothly and ultimately turn as bigger profit as possible. Nissan was looking for company intelligence for the UAE, and although there may be other resources available that offer databases of company contact details, the real challenge was finding the specific contact information for key decision makers. The company did not want to waste time and resources trying to source this information manually, and constantly being confronted with gatekeepers can not only be frustrating and time consuming, but also can seem unusual for such a prestigious brand. With this in mind, Nissan decided to turn to Global Database in order to gain access to the UAE database.

**The Solution**

**Accurate contact information for key decision makers**

At Global Database we hold company intelligence across 32 industry verticals in 195 countries worldwide. Our innovative platform provides access to millions of companies, including many in the FTSE 100 Companies Index, ensuring our customers can avoid gatekeepers and reach out to the right key decision makers to take care of business as soon as possible.

Our innovative patented web crawling technology adds and updates company profiles daily in real-time, alongside an in-house team of experts to manually check our data to add a new level of accuracy. All of this information is then added to our cutting-edge platform that allows users to quickly and easily find exactly what they need.

**The Results**

**Better time management**

By having access to the contact details of company executives and other decision makers, Nissan was able to save valuable time and resources opposed to manually seeking them out or trying to get through via company gatekeepers. Essentially, this information was not only easy to access after purchase, but also as accurate as possible. This was vital to the overall success of the campaign, as having access to outdated or incomplete data would simply be redundant and only lead to wasted time and decreased revenue. Thankfully, Global Database's thorough checks (both automatic and by real people), mean that accuracy stands at an impressive 93%, higher than the majority of others in the industry. Global Database was glad to provide Nissan with access to the UAE database and to add them to the list of happy clients that trust us to deliver accurate and complete company information that enables them to stay as efficient as possible.

By purchasing access to Global Database's Nissan was able to save valuable time and resources. After purchase the information was easy to access and use.

Ahmad Shames Edin
Marketing Manager