

HG Cloud Consumption data helps you understand how the cloud is consumed.

HG Cloud Consumption is designed to give you a comprehensive look at how a company is consuming and spending on the cloud. We work directly with you to provide the insights that accelerate your Go-to-Market motions.

With HG Cloud Consumption data you will gain insights into:

- Monthly estimated spends for IaaS and PaaS products such as cloud hosting, CDN, and more
- A company's global cloud and on-prem footprint, from applications to physical addresses, so you can connect the digital and physical worlds
- Cloud spend, cloud maturity, cloud consumption, cloud workload, and cloud footprint — not just what they're using, but what it's used for

Resulting in:

- More granular account prioritization
- Target and segment accounts based on cloud or data center investment in a specific location
- Target and segment accounts based on where a company's application traffic is located
- A view into cloud product penetration vs. competitors

“Intricately (now known as Cloud Consumption) empowers marketing to not only understand what technologies a company is using but also how they are fundamentally using those technologies, which is something I have not seen anywhere else.”

Daniel Day, Director of ABM, Snowflake



Benefits of HG Cloud Consumption data:

- Identify companies who innovate and invest quickly
- Identify companies that sell consumption-based products such as security services or cloud hosting
- Get the granular insights needed to facilitate account prioritization to hyperfocus your sales and marketing outreach
- Uncover insights into cloud global consumption trends, which are particularly impactful to data center providers and companies that need intelligence on the specific geography of a company's digital infrastructure

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KEY FEATURES



Application Intelligence:

The ability to understand the applications used and how they are performing for a company



Geographic Intelligence:

The ability to understand where the traffic, products, and applications are geographically located for a specific company



Data Center Data:

The ability to understand the footprint and usage of a data center for a specific company



Use Case Data:

The ability to understand specific customer uses of the data to provide context

About HG Insights

HG Insights, global provider in data-driven insights to 90% of Fortune 100® B2B tech companies, is your Go-To-Market intelligence partner.

We use advanced insights into technology intelligence—on installations, spend, and contract details paired with cloud product usage, adoption, and spend—to provide B2B companies with a better way to analyze markets and target prospects. Our customers achieve unprecedented results in their marketing and sales programs thanks to the indexing of billions of unstructured documents each day to produce a detailed census of the technologies companies use to run their businesses.

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