

# TUDLA: Providing IT market intelligence to Latin America

Although most server technology purchases by businesses in Latin America are made from third-party solution providers, many of these purchasers are noting that they would prefer to deal directly with the vendor who can provide the best price, value and service. As such, most technology vendors are beginning to re-evaluate their channel strategy, as Dell and other direct marketing suppliers are gaining more and more market share.

Based on telephone interviews with more than 20,000 of the top IT decision-makers in the region, TUDLA (Technology User Database, Latin America) notes that the move to dealing direct is becoming more evident each day.

"For years, vendors like IBM, HP/Compaq, Sun, Unisys, CISCO, 3COM and many others have offered technology products and solutions directly to large enterprise accounts," says Gary Gorton, founder and CFO of TUDLA. "Small and medium-size companies with needs in Latin America have been left to purchase from dealers, distributors or value added re-marketers."

Now more than ever, good marketing intelligence is

important. Not only is the transition to purchasing direct a major factor, but also small and medium businesses are the fastest-growing segment. TUDLA clients get the benefit of this marketing intelligence so they can build their business and better understand their customers' needs, Gorton says.

TUDLA, based in El Cajon, California, is the only database management company that specializes in research of technology and communication usage in Latin America, Puerto Rico and the Caribbean. Founded in 1999, TUDLA has two main goals:

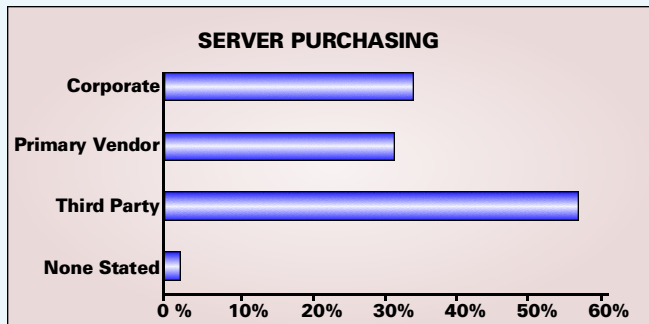
To serve as a voice for Latin American IT decision-makers looking for solutions that fulfill their technology and communication needs.

To serve as a source of information for companies looking to provide solutions in the Latin American market.

At the heart of TUDLA's expertise is its IT Decision-Maker Panel. This panel will eclipse 30,000 businesses before year-end 2002, and the challenge will be to identify at least 20,000 more companies that resemble those already spoken to.

"This is done with the intent on helping you find a better way of 'crossing the chasm' and making your sales and marketing goals a reality in the evolving and growing Latin American market," says Gorton. "The end result will be over 300,000 key contacts with complete details as to their technology and communications needs for you to utilize.

Check out TUDLA at [www.tudla.com](http://www.tudla.com) and call 619-442-4445. Concludes Gorton: "We will be happy to demonstrate how this powerful tool can help your organization better penetrate and maintain market share in this evolving market."



TUDLA Latin American Sites Planned by 2003 Ranked by Number of Employees

Country	<10	10 to 19	20 to 49	50 to 99	100-399	400-999	1,000+	Totals:
Argentina	75	100	200	400	400	150	200	1,525
Belize	10	15	20	10	10	2	1	68
Bolivia	5	10	20	20	40	10	2	107
Brazil	200	300	600	1,600	2,000	1,000	1,000	6,700
Chile	20	50	100	200	200	50	100	720
Colombia	100	100	100	200	200	50	100	850
Costa Rica	25	20	50	50	100	15	15	275
Ecuador	25	30	100	100	80	20	15	370
El Salvador	60	62	200	200	100	20	3	645
Guatemala	75	100	200	300	200	80	20	975
Honduras	5	10	10	20	20	4	3	72
Jamaica	5	20	30	30	30	30	10	155
Mexico	5,000	5,000	5,000	6,000	5,000	1,200	1,000	28,200
Nicaragua	5	25	30	30	20	5	4	119
Panama	100	100	200	200	100	15	15	730
Paraguay	5	5	20	50	20	5	4	109
Peru	20	20	100	100	500	20	20	780
Puerto Rico	1,000	750	1,000	1,000	50	200	100	4,100
Rep.Dominicana	5	10	10	5	10	10	5	55
Trinidad & Tobago	5	5	10	40	50	10	10	130
Uruguay	5	10	10	50	10	5	5	95
Venezuela	200	600	500	800	400	200	200	2,900
<b>Totals:</b>	<b>6,950</b>	<b>7,342</b>	<b>8,510</b>	<b>11,405</b>	<b>9,540</b>	<b>3,101</b>	<b>2,832</b>	<b>49,680</b>