

| MIS                 | CMO                                  | Notes                                  |
|---------------------|--------------------------------------|--|
| <b>Organisation</b> |                                      |  |
| Short name          | Fairfax Business Media               |  |
| Legal name          | Fairfax Business Media               |  |
| Address             | Darling Park, 201 Sussex Street      |  |
| Suburb              | SYDNEY                               |  |
| State/Province      | NSW                                  | Postcode 2000                          |
| Country             | AUSTRALIA                            |  |
| Phone               | 61 2 9282 2833                       | Fax 2 9282 1661                        |
| Mailing address     | GPO Box 506                          |  |
| Suburb              | SYDNEY                               |  |
| State/Province      | NSW                                  | Postcode 2000                          |
| Country             | AUSTRALIA                            |  |
| Industry code       | 24                                   | Mfg, Printing, Publishing and Recorded |
| Group code          | 3                                    | All Manufacturing                      |
| No. of sites        | 5                                    | Sites - rest of world 3                |
| Staff - local       | 156                                  | Fiscal Start Year July                 |
| Revenue             | Over US\$1000 Million (in \$Million) |  |
| E-convention        | FL1                                  |  |
| E-domain            | fairfaxbm.com                        |  |
| Web address         | www.fairfax.com.au                   |  |

## 2. Contacts

Get valuable contact information, such as:

- Most senior person in charge of either IT, finance or the CEO
- Secondary job titles
- His/her contact address
- Direct telephone number
- Fax number

| Organisation              | Contact  | Notes                       |
|---------------------------|--|-----------------------------|
| <b>MIS</b>                |  |                             |
| Host/server os            | WNT\W9K\WNT  |                             |
| PC operating systems      | WNT\WNT2\W9K\APP\DOS\WXX                           |                             |
| DBMS software             | JACC/SQL   |                             |
| Host/server hardware      | DEL/COM  |                             |
| PC/workstation hardware   | DEL/COM/HPP/APP/TOS                                |                             |
| Financial software        | CAA/PEO  |                             |
| Workgroups                | MSX  |                             |
| Network hardware supplier | 3CD  |                             |
| WANs                      | VPN  |                             |
| ERP software              | ZZZ  |                             |
| EIS software              |  |                             |
| Enterprise storage        | VER  |                             |
| Storage size              |  |                             |
| ISP                       | TSL  |                             |
| Desktops                  | 200  | LANs 5 IT staff 20          |
| Terminals                 | 0  | Servers 20 Leased lines 2   |
| Portables                 | 25   | Screens 225 Email addresses |
| Details                   | Parent company - John Fairfax Publications Pty Ltd |                             |

## MIS MarketBase sample data

### 1. Organisation

Get details of each company from the Organisational Tab, such as:

- Physical & mailing address
- Telephone & fax numbers
- Number of sites locally & worldwide
- Local staff strength and local revenue in US\$
- Corporate web address

| MIS  | CMO                           | Notes         |
|--|-------------------------------|---------------|
| <b>Organisation</b>  |                               |               |
| <b>Contact</b>   |                               |               |
| Mr   | Michael                       | Gill          |
| Use surname before first name in fullname <input type="checkbox"/> |                               |               |
| Salutation   | Mr Gill                       |               |
| Mailing Label  | Mr Michael Gill               |               |
| Job title  | Publisher and Editor in Chief |               |
| Primary role   | CEO Manager                   |               |
| Other roles  | Managers                      |               |
| Address  | GPO Box 506                   |               |
| Suburb   | SYDNEY                        |               |
| State/Province   | NSW                           | Postcode 2000 |
| Country  | AUSTRALIA                     |               |
| Phone  | 61 2 9282 2833                |               |
| Fax  | 61 2 9282 1661                |               |

### 3. Infrastructure

Get detailed information about the company's IT:

- Host server environment
- PC operating environment
- Software & application used
- Number of screen
- ISP
- Storage vendor

Use MarketAnalyst for more sophisticated analysis functions. With its built-in statistical reporting capabilities, you can easily produce 27 standard market analysis reports on any active query. A graphical analysis function allows you to run bar chart and pie chart analysis on an active query by key criteria, such as industry, revenue, screen size, and staff count.

