

## Jigsaw Data: Upstart Data Company Tweaks a Big Boy's Nose

By Adrienne Sanders

The deal that began **Jigsaw Data Corp.**'s effort to unseat **Hoover's Inc.** began with a single salesman. A sales representative from Massachusetts-based **Imceda Software Inc.** signed up for Jigsaw's business contact service in March to help him prospect for customers. Like 46,000 others, he paid to access business cards online at \$1 each. He also started posting his own contacts, for which he won credit toward buying additional contacts.



**Yung Duong**, an account executive at San Mateo-based Jigsaw, noticed the activity right away. Turning the prospecting game on the salesman, Duong called and offered him credits in exchange for an introduction to his Imceda boss, which the salesman granted. Duong soon convinced the executive to buy the service for her 20-person team.

Irvine-based **Quest Software** acquired Imceda in May. So, like any salesman worth his Rolodex, Duong lobbied the new parent company to subscribe to Jigsaw's service for Quest's expanded sales group.

The North American team had been using Hoover's business service for all its data needs. Hoover's, which is owned by data giant **Dun & Bradstreet**, had far more corporate information than Jigsaw. But 2-year-old Jigsaw had more employee contact information. For instance, Hoovers, which tracks only top executives, lists 34 contacts at IBM; Jigsaw has 6,370.

It took several months of negotiating, but on the last day of the year, Quest signed up for 135 Jigsaw accounts, worth \$300 each or about \$40,000 (before an unspecified discount). Then Quest dumped Hoover's.

"We put Hoover's in our crosshairs," said Jigsaw co-founder and CEO **Jim Fowler**.

It's going to take many more such deals to put a dent in his far-larger rival. Austin-based Hoover's brought in \$50 million in revenue last fiscal year.

Jigsaw has been turbo-charging a burgeoning initiative to add corporation information like revenue and employee headcount to its site.

Fowler said Jigsaw users, mostly salespeople, are uniquely suited to stockpile such data because they're interacting with company insiders every day. They also need that kind of information to do their own business.

"Now we can apply our self-correcting, self-organizing system to company data," Fowler said. "That's when it becomes very disruptive. It's like Ebay meets Wikipedia."

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