

A CONTACT DATABASE IS NOT A REASON TO CALL.

233%

Of ZoomInfo's capabilities. All 14 below, against ZoomInfo's 6.

4x

The sales impact. Weighted by what each item does for a sale, Tech Signal IQ™ scores 40 to ZoomInfo's 10.*

8

Capabilities ZoomInfo does not offer at all, every one of them evidence that a prospect needs you.

	ZoomInfo	TECH SIGNAL IQ™
THE QUESTION IT ANSWERS	Who is this company, and who works there?	<u>Does this company need an MSP right now, and why?</u>
NAMED DECISION MAKERS & CONTACT DETAILS	✓ Names, titles, emails and direct dials across most industries.	✓ Names, titles, verified emails, direct dials and mobile numbers across most industries, <u>led by the owner, president, CEO or COO and attached to every lead.</u>
COMPANY PROFILE	✓ Size, revenue range, industry, locations, org charts.	✓ Size, industry and location, <u>plus the regulations and compliance standards that commonly apply.</u>
SOFTWARE THE COMPANY USES	✓ Lists products detected across a company's web presence.	✓ Detects what the company's public systems run <u>and flags the versions with known weaknesses.</u>
BUYING SIGNALS	✓ Online research intent, news, funding and hiring.	✓ Job postings, funding, leadership changes and expansion, <u>each checked against a dated public source</u> , plus <u>open RFPs and RFIs.</u>
CYBERSECURITY EXPOSURE SCAN	<i>Not offered</i>	✓ <u>39 external checks on every lead:</u> email spoofing, encryption, website weaknesses, exposed services and files, domain protection, breaches, and software checked against the U.S. government's list of actively exploited flaws.
EXPOSED SENSITIVE FILES	<i>Not offered</i>	✓ <u>9 file and folder checks:</u> password-holding config files, site backups, source-code folders, open folder listings, server status pages, security contact.
WHAT THE WEBSITE GIVES AWAY	<i>Not offered</i>	✓ <u>Staff emails published on the site, developer notes left in the code,</u> and every outside service the site loads.
CYBERREADINESS™ SCORE	<i>Not offered</i>	✓ <u>One score per company, graded A to F,</u> with the evidence behind every point.
EXPOSURE WINDOW™	<i>Not offered</i>	✓ <u>How long each weakness has been open,</u> and <u>how long before attackers are likely to exploit it,</u> in days. <u>Backed by 60 years of Moore's Law data</u> and <u>25 years of measured exploit timing.</u>
POTENTIAL BUSINESS IMPACT™	<i>Not offered</i>	✓ <u>What a closed window could cost the business: fines, breach notification costs, lost contracts or market access, even a license to operate,</u> drawn from published penalties and figures.
LEADS RANKED BY NEED	Ranked by profile fit and online browsing activity.	✓ Matched to your ideal customer profile, then <u>ranked by how exposed the company actually is.</u>
WHAT YOUR REP SAYS ON THE CALL	General company and contact facts.	✓ <u>A ready Call Brief and "Why Call Them"</u> in plain language: what is wrong, why it matters, how serious it is.
SOMETHING TO HAND THE PROSPECT	<i>Not offered</i>	✓ <u>A client-ready report</u> the prospect can read, forward and act on.
FROM FIRST CALL TO SIGNED SCOPE	<i>Not offered</i>	✓ The Tech Cascade Assessment™: <u>16 domains and 387 guided questions that price and scope the work.</u>
BUILT FOR	Every B2B sales team, in every industry.	<u>Managed IT and cybersecurity providers.</u>
PRICING	Custom-quoted annual contracts.	<u>\$395 a month, flat.</u> No per-lead fees or credit packs.

IN BETA FOUR MORE CHECKS AND THE OUTREACH THAT BOOKS YOUR APPOINTMENTS, RELEASING SOON

Dark web credentials

Staff email addresses found in public breach data: counts and dates, never the passwords.

Security incidents

Reported breaches or attacks in the last five years, sourced.

Legal & regulatory

Fines, settlements, lawsuits, regulator action, sourced.

Compliance claims

The prospect's site citing SOC 2 or HIPAA, beside the gaps.

Calls that book the meeting

Our call center works your leads from their own findings.

Email and text campaigns

Sequences and texts to opted-in contacts that set the meeting.

The short version. ZoomInfo tells you who to call. Tech Signal IQ™ tells you who needs you, what is wrong, and hands you the report to close it.

SEE IT ON YOUR MARKET

techmarketiq.com · info@runwayselling.com

*Sales impact: each of the 14 capabilities rated 1 Reach (who to contact), 2 Target (fit, timing), 3 Prove (evidence of a problem you fix), 4 Close (moves the deal to a signed scope).

ZoomInfo is a trademark of ZoomInfo Technologies LLC. TechMarketIQ is not affiliated with or endorsed by ZoomInfo. Comparison based on ZoomInfo's publicly described features as of October 2026. CyberReadiness™, Exposure Window™ and Potential Business Impact™ describe likely exposure from public information; they are not a legal or compliance determination.

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