

The Rhetorik Enterprise Technology Map

Rhetorik's NetFinder database includes detailed company, technology and contact intelligence, for millions of enterprise technology decision makers, influencers and users, across EMEA and beyond.

The technology intelligence tracks:

- 19,000+ products and solutions
- from 7,000+ vendors
- across 180+ technology categories

The new Rhetorik Technology Map refreshes and structures the categorisation of business technology assets, services and products, enabling you to understand your target market space rapidly and sell more effectively.

Enterprise Applications	HR Management Systems (HRMS)/Human Capital Management (HCM)	Publishing Tools	Other Enterprise Applications
Marketing Technologies	Financial Management Systems (FMS)	Design and Visualization	E-Commerce Solutions and Platforms
Digital Advertising	Enterprise Asset Management (EAM)	Report Design and Management	Partner Management
Digital Asset Management (DAM)	Manufacturing and Operations	Other Business Productivity, Collaboration and Communication tools	
Search Engine Optimization (SEO)	Enterprise Resource Planning (ERP)	Supply Chain Management (SCM)	Middleware Applications
Email Marketing	Learning Management Systems (LMS)	Procurement	Data Integration
Customer Engagement	Environmental, Health and Safety (EHS)	Travel and Expenses	Data Integration Tools
Customer Experience Management	Other Enterprise Resource Solutions	Supply Chain Management and Planning	Application Development and Management Solutions
Digital Analytics	Enterprise Content Solutions	Inventory and Warehouse Management	Design Tools
Other Marketing Solutions	Case Management	Supplier Relationship Management (SRM)	Development Platforms and Environments
Customer Relationship Management (CRM)	Document Management	Transport Management	Quality Assurance Tools
Contact Centre Management	Enterprise Content Management (ECM)	Electronic Data Interchange (EDI)	Application Lifecycle Management
Customer Order Management	Information Technology Management	Other Supply Chain Management Solutions	Continuous Integration and Deployment Tools (CI/CD)
Customer Relationship Management (CRM)	Product Lifecycle Management (PLM)	Business Process, Project and Portfolio Management	Source Code Management
Help Desk Management	Web Content Management Systems	Business Process Management	Other Application Development Technologies
Service & Field Support Management	Other Enterprise Content Solutions	Project Management	Business Intelligence and Analytics Tools
Sales Enablement Platforms	Business Productivity, Collaboration and Communication Tools	Portfolio Management	Business Intelligence Dashboard and Platforms
Other Customer Relationship Management Solutions	Business Productivity	Governance Risk Compliance (GRC)	Data Visualization and Data Discovery Tools
Enterprise Resource Solutions	Communication and Collaboration Solutions	Other Enterprise Application Solutions	Business Performance Management
	Email		

Data Science and Statistical Platforms
Big Data Analytical Tools
Geographic Information Systems (GIS)

Search Engines

Search Engines

Other Application and Integration Tools

Other Middleware Applications

System Software

Operating Systems

PC (Desktop and Laptop) Operating Systems
Server and Workstation Operating Systems
Mobile and Tablet Operating Systems
Non-Specific Operating Systems
Other Operating Systems

Database Tools and Management

Relational Database Management Systems (RDBMS)
NoSQL Database Management Systems
NewSQL Database Management Systems
Graph Database Management Systems
Hybrid Database Management Systems
Other Database Management Systems

Storage Software

Storage Management
Data Backup, Recovery and Archives
Data Replication
Disaster Recovery

Security Software

Firewall Applications
Antivirus and Antimalware Applications

Security Information and Event Management (SIEM)

Email Security

Endpoint Security Solutions and Unified Threat Management

SSL and Digital Certificates

Security and Identity Governance

Mobile Device Management

Other Security Software

Virtualization Infrastructure Software

Platform Virtualization Software
Application and Desktop Virtualization
Virtualization Platform Management

IT Operations

Network Management
Software Configuration
IT Infrastructure and Operation Management
Update and Change Managements
Application Server Software
Quality Management Software

Other System Software

Other System Software

Vertical Market Specialized Solutions

Construction

Construction

Manufacturing

Manufacturing
Electronic Design Automation Solutions

Value Stream Mapping

Education and Healthcare

Academic and Education Management
Health Care and Medical Management

Retail Trade

Retail Trade

Professional Services

Finance and Insurance
Real Estate
Legal and Professional Services Management
Media
Architectural and Engineering
Special Event Management

Recreation and Restoration

Arts, Entertainment and Recreation
Accommodation and Food Services

Government and Public Administration

Government and Public Administration

Agriculture and Natural Resources

Mining, Oil and Gas

Other Vertical Markets

Philanthropic
Other Vertical Specific Solutions

Other Applications

Other Applications

Social Media and Community Platforms

Online Video Platforms

Other Web Technologies and Platforms

Hardware Devices, Computing & Storage Solutions

PC

Desktops

Laptops

Thin Clients

Zero Client PCs

Computing and Storage Infrastructure Solutions

Servers, Mainframes and Midframes, and Computing Solutions
Storage Solutions and Appliances
Infrastructure as a Service (IaaS)
Platform as a Service (PaaS)
Data Center and Colocation Infrastructure
Content Delivery Networks

Network Computing

Physical Layer Devices

Network Interface Controllers

Repeaters

Modems

Hubs

Connections

Other Network Access Components

Data Link Layer Devices

Switches

Bridges
LAN Wireless Access Points

Network Layer

Routers
Gateways
Load Balancing Appliances

Multilayer Appliances

Multilayer Switches
Bridge Routers
Firewall Appliances
Next-Generation Firewalls
Intrusion Protection Systems

Other Computer Networking Components

Other Computer Networking Components

Peripheral and Communication Components

Peripheral Components

Printers
FaxPhotocopiers
Multifunction Printers

Telecommunication Components

PBX Phone Systems
IP PBX Phone Systems
Mobiles
Other Telecommunication Solutions

Other Peripheral, Communication Solutions

Tablets
Portable Media Players
Personal Digital Assistants (PDA)
Other Peripherals and Communication Solutions

Other Electronic, Computer and Hardware Technologies

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Programming Languages

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Managed Services

Peripheral Support Services

PBX Support Services
Printer Support Services
Photocopier Support Services

IT Services

Computer Support Maintenance Services
Service and Help Desk Support Services
Network Maintenance (WAN Maintenance)
Managed LAN Services

Telecommunication Services

Mobile Services
Phone Land Line Services
Internet Services

Other Services

Other Services

Office and Peripheral Supplies

Peripheral Supplies

Printer Consumable Supplies

Photocopier Consumables

Office Supplies

Office Supplies
Office Desks

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