

# 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.

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

Data Science and Statistical Platforms
Big Data Analytical Tools
Geographic Information Systems (GIS)
<b>Search Engines</b>
Search Engines
<b>Other Application and Integration Tools</b>
Other Middleware Applications
<b>System Software</b>
<b>Operating Systems</b>
PC (Desktop and Laptop) Operating Systems
Server and Workstation Operating Systems
Mobile and Tablet Operating Systems
Non-Specific Operating Systems
Other Operating Systems
<b>Database Tools and Management</b>
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
<b>Storage Software</b>
Storage Management
Data Backup, Recovery and Archives
Data Replication
Disaster Recovery
<b>Security Software</b>
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
<b>Virtualization Infrastructure Software</b>
Platform Virtualization Software
Application and Desktop Virtualization
Virtualization Platform Management
<b>IT Operations</b>
Network Management
Software Configuration
IT Infrastructure and Operation Management
Update and Change Managements
Application Server Software
Quality Management Software
<b>Other System Software</b>
Other System Software
<b>Vertical Market Specialized Solutions</b>
<b>Construction</b>
Construction
<b>Manufacturing</b>
Manufacturing
Electronic Design Automation Solutions

Value Stream Mapping
<b>Education and Healthcare</b>
Academic and Education Management
Health Care and Medical Management
<b>Retail Trade</b>
Retail Trade
<b>Professional Services</b>
Finance and Insurance
Real Estate
Legal and Professional Services Management
Media
Architectural and Engineering
Special Event Management
<b>Recreation and Restoration</b>
Arts, Entertainment and Recreation
Accommodation and Food Services
<b>Government and Public Administration</b>
Government and Public Administration
<b>Agriculture and Natural Resources</b>
Mining, Oil and Gas
<b>Other Vertical Markets</b>
Philanthropic
Other Vertical Specific Solutions
<b>Other Applications</b>
<b>Other Applications</b>
Social Media and Community Platforms

Online Video Platforms
Other Web Technologies and Platforms
<b>Hardware Devices, Computing &amp; Storage Solutions</b>
<b>PC</b>
Desktops
Laptops
Thin Clients
Zero Client PCs
<b>Computing and Storage Infrastructure Solutions</b>
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
<b>Network Computing</b>
<b>Physical Layer Devices</b>
Network Interface Controllers
Repeaters
Modems
Hubs
Connections
Other Network Access Components
<b>Data Link Layer Devices</b>
Switches

Bridges
LAN Wireless Access Points
<b>Network Layer</b>
Routers
Gateways
Load Balancing Appliances
<b>Multilayer Appliances</b>
Multilayer Switches
Bridge Routers
Firewall Appliances
Next-Generation Firewalls
Intrusion Protection Systems
<b>Other Computer Networking Components</b>
Other Computer Networking Components
<b>Peripheral and Communication Components</b>
<b>Peripheral Components</b>
Printers
Fax/Photocopiers
Multifunction Printers

<b>Telecommunication Components</b>
PBX Phone Systems
IP PBX Phone Systems
Mobiles
Other Telecommunication Solutions
<b>Other Peripheral, Communication Solutions</b>
Tablets
Portable Media Players
Personal Digital Assistants (PDA)
Other Peripherals and Communication Solutions

<b>Other Electronic, Computer and Hardware Technologies</b>
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<b>Programming Languages</b>
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Programming Languages

<b>Managed Services</b>
<b>Peripheral Support Services</b>
PBX Support Services
Printer Support Services
Photocopier Support Services
<b>IT Services</b>
Computer Support Maintenance Services
Service and Help Desk Support Services
Network Maintenance (WAN Maintenance)
Managed LAN Services
<b>Telecommunication Services</b>
Mobile Services
Phone Land Line Services
Internet Services
<b>Other Services</b>
Other Services
<b>Office and Peripheral Supplies</b>
<b>Peripheral Supplies</b>
Printer Consumable Supplies

Photocopier Consumables
<b>Office Supplies</b>
Office Supplies
Office Desks

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