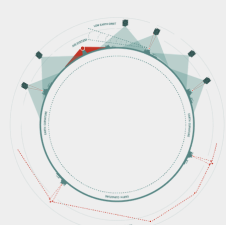


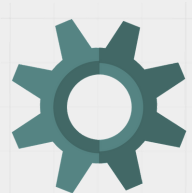
# HOW TO BUY AIS DATA

6-step buyers guide



## 1 WHAT ARE YOU BUYING?

Understanding some basics will help you to qualify your need when preparing to buy AIS data and when comparing differences between provider offerings.



## 2 WHY DO YOU NEED IT?

AIS data providers have different strengths and weaknesses, depending on where they've focused their attention.



## 3 DEFINE YOUR BUDGET

After getting clear on how you'll be using AIS, and how important you think it is to your business, this can be a good time to think about what you'd be willing to spend.



## 4 RESEARCH PROVIDERS

Most companies will offer access to data samples from their website. This is an important step in your research and will allow you to see if the data doesn't suit your needs fairly quickly, which will speed up the process.



## 5 ASK QUESTIONS

When you've done enough research, make contact with your top 3 providers! Make sure you cover the topics you know are important.



## 6 INVOLVE THE WHOLE TEAM

Take time to review your findings with all shareholders who have a stake in this solution. Share your spreadsheets and notes and talk about the pros and cons.