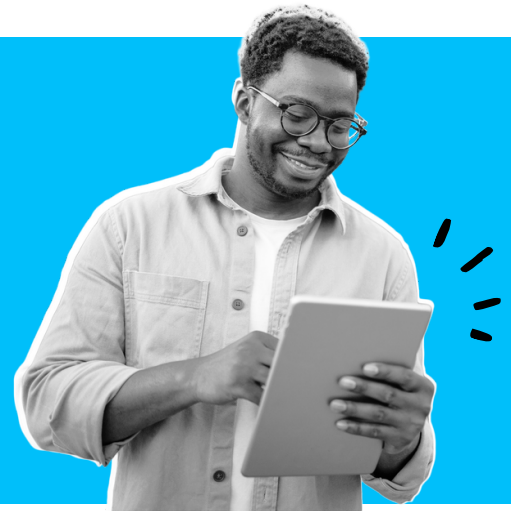


Solution brief

Multi-vendor data enrichment, done for you

**Stop managing vendors.
Start trusting your data.**



Here's what nobody tells you about data enrichment: The hard part isn't finding vendors, it's everything that comes after: The overlapping coverage claims, the incompatible schemas, the credit-based pricing that turns budgeting into guesswork, etc. You end up running a small vendor management operation just to keep your GTM data current: Negotiating contracts, running security reviews, learning five different data models. And when a new vendor enters the market with better coverage for a region or segment you care about, you start the whole process over.

Openprise was built to take that off your plate entirely. We handle the vendor research, the contracts, the quality testing, and the schema normalization so your team works with great data instead of fighting to get it.

How Openprise enrichment works for you:



Curated waterfall recipes

We've spent over a decade building and refining our multi-vendor data enrichment waterfalls. Our recipes reflect real-world coverage data, annual vendor assessments, and continuous customer inputs, so you inherit expertise instead of having to build it.



One contract, many vendors

Sign once with Openprise. We handle the individual vendor relationships, so you're never stuck negotiating five separate contracts or running parallel legal reviews. Already have other vendor contracts? We'll fold it in.



Pricing that doesn't surprise you

One flat price per record, per year, covering every data field, every refresh, and every vendor in the waterfall. No credits, no overage invoices, no end-of-quarter scrambles. What you get is what you pay.



Enrichment that runs with your processes

Embed enrichment wherever records enter or change: form fills, event scans, content syndication loads, CRM entries, job change signals. It happens automatically, inline, without anyone having to remember to run it.



Evaluate millions of records before you buy

Pull a candidate pool based on your ICP by industry, function, level, geography, segment, and company size. Compare it against your existing database, score and filter, and only pay for the records you actually kept.



Your data stays inside the platform

Suppression, deduplication, and evaluation all happen within Openprise. Your records never get sent to a vendor for matching, which means no data leaving the building and no compliance exposure to manage.

Enrich what you have. Acquire what you need.

Openprise supports two enrichment motions: Keeping existing records current and acquiring net-new ones. For enrichment, that means appending and refreshing company and contact data — from basics like title and revenue to deeper signals like funding history, technology stack, and employment changes. For acquisition, it means evaluating candidates against your ICP at scale and only paying for what you decide to keep.

Both run through the same normalized data model. Every vendor output gets mapped to a single unified schema, so there's no field-mapping work, no per-vendor expertise required, and no breakage when you swap a vendor out.



Enrichment that fits inside your actual GTM motion

The question isn't whether to enrich. It's when and where. **Openprise's answer is, everywhere, automatically.**

Here's some examples of **when Openprise will automatically enrich and optimize your data**:

1. A person fills out a marketing form and their record is enriched before it lands in your CRM.
2. A contact gets scanned at an event and their profile is appended on the way in.
3. A content syndication vendor sends over a file and every record runs through the waterfall before touching your database.
4. A sales rep types a new contact directly into the CRM and Openprise fills in the gaps.
5. A champion moves to a new company and the system triggers account expansion, pulls company data, and finds contacts that match your buyer personas.

For acquisition, the same logic applies. Define your ICP by any combination of firmographic or demographic criteria, pull a candidate pool, compare it to what you already have, score and segment, and purchase only what clears your criteria. No suppression list leaves the platform at any point in that process.

Company	Contact / Mover / Identity Resolution	Others
   data axle  	        	  Dept of Labor Form 5500 Dept of Education IPEDS Dept of HHS NPES NPI
Technographics		
 		

Why ops leaders choose Openprise for enrichment:



Match rates that single vendors can't touch

Any single vendor will leave coverage gaps by region, company size, or persona. Openprise's waterfall sequences through complementary providers until a record is filled to the guaranteed minimum. Palo Alto Networks was running a ZoomInfo contract with around 50% match rate, notably worse on European records. After adding Openprise, their total match rate climbed above 85%, a 35-point lift. Druva runs Openprise for continuous enrichment of both company and contact data, and uses it to keep account hierarchy accurate in their CRM.



One contract, zero vendor expertise required

You don't need to become a data vendor expert to get expert-level results. Openprise ships curated waterfall recipes built from a proven bench of vendors, already sequenced and optimized. It's one contract instead of five or ten, with no separate negotiations or invoices to track. Want to keep a vendor relationship you already have? Bring-your-own-vendor slots into the waterfall just as seamlessly. All of it runs on Openprise's advanced orchestration engine, part of a vertically integrated platform where enrichment, deduplication, and matching are built in, not bolted on.



A budget you can actually defend

Flat per-record pricing for 12 months covers all fields, all refreshes, and all vendors in the waterfall. There are no credits to track, no overage invoices to explain, and no penalty for needing more data fields. For acquisition, you evaluate at scale and pay only for what you keep.

“Openprise’s waterfall automation boosted our overall match rate to better than 85%, seamlessly integrated into all our list loading and content syndication automation.”

— Marketing operations, Palo Alto Networks

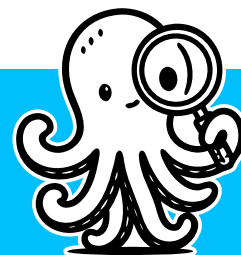


OPENPRISE™

info@openprisetech.com | (888) 810-7774

openprisetech.com

[Book a demo](#)



About Openprise

Openprise makes your GTM data smarter with AI and automation. As the only AI and automation platform built for modern go-to-market teams, Openprise unifies your data silos, orchestrates your processes, and consolidates point solutions so Ops leaders can build smarter GTM data — your data, your way, your timeline. Fortune 500 companies and high-growth enterprises alike rely on Openprise and its partner ecosystem to unlock cleaner data, more efficient operations, and AI-ready pipelines. To learn more, visit www.openprisetech.com and follow us on [LinkedIn](#).