

## Capabilities - Database Development

***Get the most from your customer and prospect database through efficient data collection and effective database design.***

### **DATA COLLECTION**

Over 35 years experience in data collection  
Non-Machine Readable Formats (data entry)  
Machine Readable Formats (data migration)  
Data Acquisition  
Data Editing and Enhancement

### **DATABASE DESIGN**

Over 35 years experience in data manipulation and database development  
Able to source out additional data to enhance existing records  
Use fully scalable architecture optimized for speed and accuracy  
Expandability  
Analytical reports – Queries, Profiles  
Data analysis, mining, modeling and processing  
Secured customized interfaces for multi-users  
Archiving  
Applications compatible with most hardware platforms and operating systems  
All technology compatible with PC and Apple computers running common, modern operating systems.

## Resources

### **Database Design System**

**Key end benefit: Access CRM's Database Technology delivers a dynamic marketing and research tool that is customized to meet client's immediate and future needs.**

Your database is the resource you depend on to make sound business decisions and design effective communication programs. Access CRM's database technology results in stable, customized databases that seamlessly integrate with internal and external resources to receive, manipulate, enhance and manage data. Proprietary database queries and profiles are then used to establish and rank customer segments. Sales and marketing managers can access a snapshot of the database at any given time, and react quickly and efficiently to new information using communication options such as email, phone and direct mail to reach targeted audiences. In the end our clients' sales and marketing dollars are used more efficiently to build their businesses.

### **Data Collection Service**

**Key end benefit: Access CRM's Data Collection process results in accurate, standardized data that can be used to build efficient and profitable prospect and customer databases.**

Accurate, standardized data results in efficient and cost-effective communications with prospects, customers and users, whether users are internal staff or individuals with whom you communicate. Data is collected from many sources, internal and external, and converted into a standard format, in fields defined by our clients. The converted data is the underlying resource for database design, and facilitates output processes from queries and profiles to complicated systems that support communication programs.