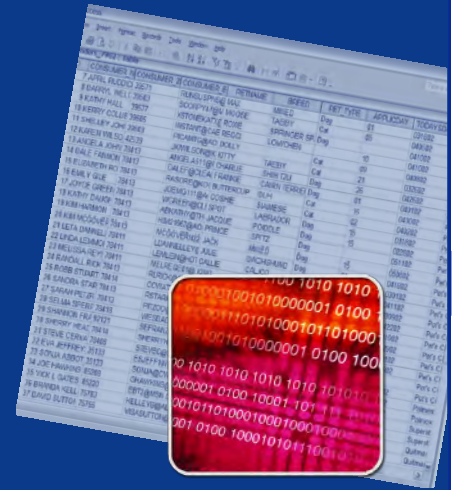


Database Technology

Your database is the resource you depend on to make sound business decisions and design effective communication programs. Our 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.



Ability to use marketing and sales dollars efficiently.

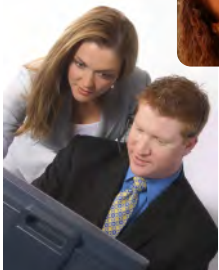
Benefit to you

Rationale

Building a database that is customized to your business gives you maximum flexibility, now and in the future. The investment in design and data acquisition will quickly be recovered by increased response to your marketing campaigns and CRM efforts.

Implementation

Access CRM meets with you to learn more about how you plan to use your database and what your expectations are for the future. We determine what existing data is needed, what is redundant and what new data is needed to enhance the database or will be acquired through marketing and sales efforts. We design, build and maintain your marketing database.



- Data Collection Service
- Database Design System
- QTS Knowledge Profile System