



DATA MANAGEMENT



Effective Data Management Leads To Better Marketing



Today's interactive relationship marketing generates and requires vast amounts of data, often from a variety of sources. It's not enough to simply store this data; you must also properly manage your data and transform it into usable consumer information if you hope to maximize its value and make it work for you.

Collabrys Data Management enables you to cleanse, integrate and organize consumer data from multiple sources simply, efficiently, accurately, and cost-effectively. As a hosted solution, Collabrys Data Management provides immediate access to a powerful marketing-ready database infrastructure, without any additional internal IT investment, extra bandwidth, or added technical and database administration personnel.

Our advanced data management system, combined with our technical and vertical expertise, will turn your data into a strategic corporate asset. We can take care of your data, so you can take care of your business.

COLLABRYS DATA MANAGEMENT WILL:

Ensure Data Integrity

The relevant messages, customized interactions and multiple touch points made possible by interactive marketing inevitably introduce data quality issues and integration challenges. Collabrys advanced systems and industry best practices allow you to unify and validate complex consumer data collected through web sites, e-mails, surveys, promotions and various other online and offline data sources, in order to maintain optimum data cohesion.

Increase Efficiency and Minimize Costs

Developed with the unique needs of consumer marketers in mind, Collabrys infrastructure provides you with a hosted marketing database solution for data warehousing and management that is easily accessible—without the high costs of acquiring hardware and software, or hiring additional personnel.

Strengthen Business Intelligence

Whether your objective is to build a comprehensive relationship marketing program, to ensure compliance with increasingly stringent regulatory requirements, or simply to improve marketing campaign performance, Collabrys will ensure that your consumer data is ready and able to be queried, analyzed and leveraged in order to identify trends and optimize decision-making. This way, you can use in-depth profile data to target communications and offers, as you continue to collect data across multiple consumer touch points, strengthening your consumer value model.



STRATEGIC
CONSULTING



PROGRAM EXECUTION
SERVICES



DATA
MANAGEMENT



CREATIVE SERVICES



ANALYTICS

DATA MANAGEMENT



THE COLLABRYS ADVANTAGE:

Collabrys marketing-ready database infrastructure and experienced professional team can provide you with comprehensive or limited data management solutions, depending on your business needs.

Advanced Data Management Technology

Collabrys proprietary systems enable you to efficiently profile, consolidate, cleanse and transform high volumes of consumer data collected by various touch points. Plus, Collabrys databases integrate with our robust reporting system, offering you real-time views of data including cross-tabbing, drill-up and drill-down capabilities, all through a simple web interface. Our platform ensures:

- **Privacy & Security**—Multi-tiered architecture provides maximum system protection, while fully adhering to consumer privacy standards
- **Speed & Flexibility**—Efficient tools enable quick program launches and ongoing ease of management, with rapid turnaround and seamless execution
- **Scale & Reliability**—Powerful infrastructure can capably support high-traffic responses and large-scale implementations

Industry-Leading Experts

Collabrys marketers are seasoned experts when it comes to the strategic use of technology to achieve measurable business outcomes. Our methodology covers:

- **Discovery & Profiling**—Understand your data and sources; evaluate breadth, depth and recency
- **Integration**—Aggregate data from multiple sources; merge transactional data with profile data
- **Optimization**—Verify, cleanse, merge/purge, correct and standardize data
- **Enhancement**—Augment data with various internal, external and third party resources
- **Monitoring**—Check and control data integrity over time, ensuring continued compliance



COLLABRYS DATA MANAGEMENT: A Key Part of an Integrated Solution

Data Management is one component of our integrated approach to consumer relationship marketing. Our data management, combined with other proprietary marketing technologies, premiere client services, and data-driven insights, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, Collabrys Data Management will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Learn About Other Technologies and Services from Collabrys

Start Managing Your Data Effectively Today Contact Collabrys



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Collabrys is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Reckitt Benckiser, Gerber, Revlon, America Online, and many others, have relied on Collabrys to acquire, retain or build stronger, more profitable relationships with their consumers. Collabrys is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. Collabrys is a business unit of Invenda Corp., which is traded on the Swiss Exchange (SWX) under the symbol "INVN".

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