

Making Data Management Faster, Better and More Cost Efficient

Case Study: Data Management

THE CHALLENGE:

A company operating thousands of national and international locations recognized that its substantial database of current and former customers was critical to continued business success. The company wished to move from its current environment of dated, proprietary technology and processing methods to a less costly, faster and more flexible solution while preserving the comfort level of key personnel, data integrity and business rules that had evolved over many years.

THE SOLUTION:

By carefully documenting the existing environment and methodically planning and testing the new system, InterDirect helped the company transition smoothly to their new data environment. The new system delivers more complex queries, analytics, market segmentation and reporting in a fraction of the time of the old system. As a result, company personnel can take advantage of more — and better — customer data than ever before.

THE RESULTS:

InterDirect created an operating environment that was even more flexible and cost effective than anticipated. The integrity of the database, as well as the longstanding business rules and processes of the company, have remained unchanged, and the company is able to seamlessly mine and manage its customer data in order to continue its successful growth pattern.

InterDirect specializes in results-oriented marketing optimization for leading companies.

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