

Accelerate Database Marketing

Perform marketing campaigns **faster** using **fewer system resources**

Syncsort DMExpress enables organizations to perform database marketing campaigns faster, using the same — or fewer — system resources. As a result, DMExpress customers are able to generate more revenue, generate revenue more quickly, and reduce their hardware and software infrastructure costs.

Overview

Database marketing techniques are extremely data intensive. Some organizations have master databases that contain hundreds of millions, or billions of records. As a result of these very large databases and the time- and resource- intensive transformations that must be performed on the data, many organizations are limited in terms of the number of campaigns they can run, and burdened by expensive hardware and software resources to support the processing. DMExpress Database Marketing Solution is purpose-built to enable organizations to execute more campaigns faster, using fewer system resources, directly resulting in increased revenue and lower infrastructure costs.

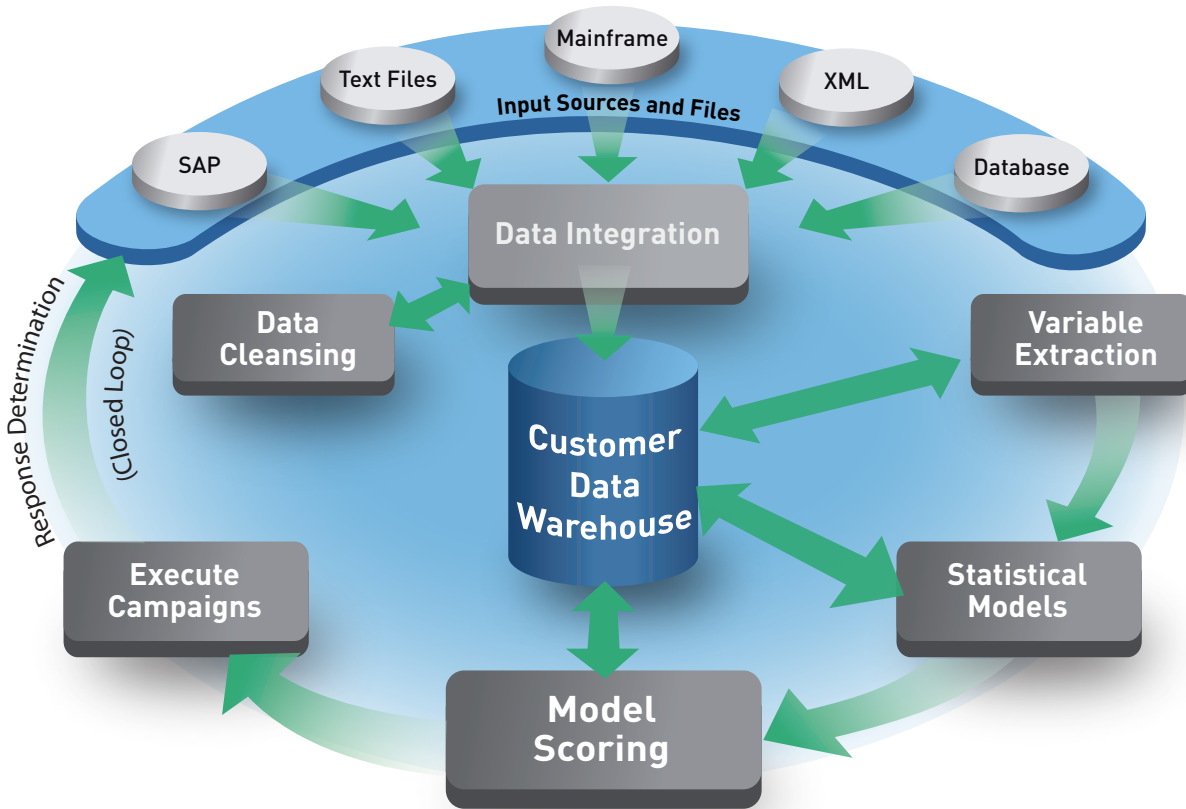
“With DMExpress speeding our warehouse refreshes, processes that once took 14 hours now take 2 hours, and we are running customer behavioral models in a half a minute. Campaigns we were only able to run once a month, we now run four times a month. And that is only because our SLAs are once a week. If business users wanted it, we are positioned to run even more campaigns.”

— Major diversified financial services customer.

DMExpress Database Marketing Solution

DMExpress Database Marketing Solution is optimized to accelerate a wide variety of data integration and transformation tasks to speed database marketing initiatives. Key elements of the solution include:

- **Extreme Performance for Data Integration and Transformation Processing.** DMExpress is extreme data integration software, delivering the proven highest performance in the marketplace. *DMExpress applications consistently deliver the shortest elapsed processing times, while running on less expensive hardware resources.*
- **Integration with Data Quality, Statistical Analysis, and Other Data Integration Software.** DMExpress tightly integrates with any data quality, statistical modeling, data warehousing, and even other data integration software applications to enable a seamless workflow that accelerates data integration, data quality, data warehousing, variable extraction, model scoring, and other database marketing processing tasks.
- **Lightning-Fast Data Refresh Capabilities.** DMExpress' Changed Data Capture (CDC) functionality updates only the new or changed records in the production tables to dramatically speed database refresh processing, *often by 10x or more.*



More than 90% of the leading database marketing service providers use DMExpress to achieve greater performance and throughput in their database marketing initiatives.

- **Deep Support for Various Data Sources and Types.**

DMExpress provides deep, native support for the variety of source (and target) data that database marketing initiatives must accommodate, including all of the common databases, a multitude of flat file formats, and deep support for mainframe sources and data types. DMExpress makes it easy to connect to, convert, and integrate multiple sources, to load and extract data to and from a wide range of databases, and to read and deliver output files in various formats.

- **Ease of Use / Ease of Re-use.** DMExpress is intuitive, fast to learn, and easy to use. Most new DMExpress users are building sophisticated applications after only two days of training. DMExpress easily replaces difficult-to-maintain custom code and provides the benefits of ease of use

and flexibility to address a wide range of tasks through its graphical, drag-and-drop development environment. Since DMExpress applications are all metadata-driven, it's simple and straightforward to understand and extend existing DMExpress applications as requirements and data change over time.

- **Professional Services, Training, and Documented Best Practices.** Syncsort's Professional Services teams custom tailor services for each customer's production operating environment, including their production software environment, hardware resources, and data, and provide services and training specifically tailored to implement the optimal techniques and patterns to accelerate each database marketing project.

About Syncsort

Syncsort is a global software company that helps the world's most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.

syncsort RETHINK THE ECONOMICS OF DATA[®]

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