



Legacy System Integration

The success of your direct marketing campaign depends on the quality of your data.



Acquire

Retain

Cross-Sell

Up-Sell

There are always growing pains associated with progress. In terms of your data, that pain is usually in the form of systems that can't communicate – a new sales system that won't interface with your accounting files, or a new acquisition's marketing database that's incompatible with yours.

We can help you identify the disconnected data sources throughout your organization that house important customer data. We'll gather the information into a single, fluid data resource, providing you with the basis for successful customer relationship management. Then we'll maintain the resource with rapid-refresh cycles to ensure connected data stays connected.

Steps in our integration process include:

- > Catalog various data elements available through legacy systems and outside data sources
- > Identify data elements that show recency and frequency of service usage
- > Identify deficiencies in quality and coverage of data elements; develop solutions for improvement
- > Create systems to extract, convert and migrate all data (even from your oldest systems) to a common platform
- > Clean all data to eliminate duplications from integrated systems
- > Procure data for new customer acquisitions

Call 800.869.2300 to learn how PerformanceDP can help your company.

