

Direct Marketing Company Gets It Done Faster with DMExpress

Commentary by Lia Szep

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Background

In today's complex marketing environment, most marketers have an abundance of data and "good" ideas, but lack an efficient way to merge the two. For more than 30 years, one direct marketing company, which we will call DMC, Inc., has been building and managing customer databases for Fortune 1000 corporations, providing the necessary framework for organizations to aggressively apply database marketing strategies to their marketing programs.

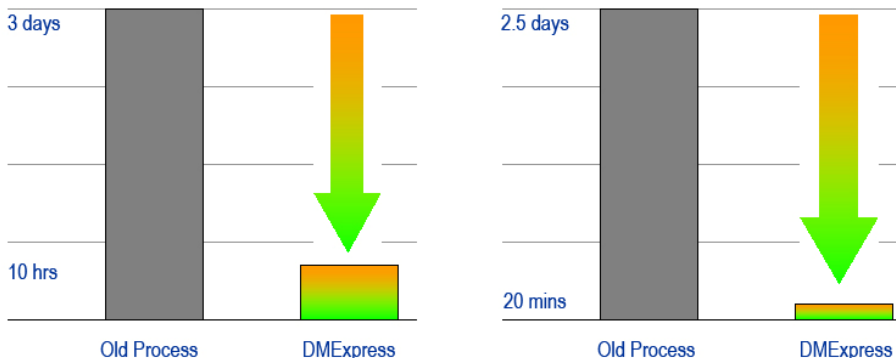
Their client base includes major corporations, many of which have databases that house data on nearly every individual in the United States. With anywhere from 250 to 300 million names, addresses, and other demographic information, extracting demographic data, analytics, profiles, and model scores for processing can be a cumbersome and time-consuming task.

The Challenge

With model scores for every individual in their system, DMC wanted to run decile and percentile processing at both a state and national level. With their previous process, after extracting the 240 gigabytes of data from their system, it would take another three days to process it.

The Solution

Syncsort provided DMC with a free Proof-Of-Concept to demonstrate the benefits that DMExpress could provide. Using DMExpress, DMC was able to significantly decrease the elapsed time. "We extracted 240 gigabytes of data, stripped off the model scores, and ran the processing within 10 hours,"



explains the Senior Database Developer, "Now, while names and addresses are being processed, I can strip off the model scores and finish the decile and percentile processing in less time than it would have taken to get the model scores." With a 98% decrease in elapsed time, DMC determined that DMExpress would provide major performance benefits not only here, but across many other projects.

In another project, DMC was processing data on the mainframe. The project involved importing data to the mainframe, scheduling the job, running the processing, and outputting the data to a flat file. All of this would occur while other processes were running on the mainframe. Because of this overload, the entire job would take two to three days to complete. Using DMExpress, they were able to completely remove the mainframe from the process and complete the job in 20 minutes.

Conclusion

In numerous tests, DMExpress has consistently proved to be faster than competitors. Prior to DMExpress, DMC was unable to run weekly reports because the

processing itself would take five business days. Now, the development team receives the files on a Tuesday, and they're completely done by Thursday. In addition, DMC also benefited from the product's ease of use and Syncsort's technical support. "The ease-of-use has been a tremendous benefit," the Senior Database Developer comments. "People can proficiently use the application without needing three weeks of training. Also, Syncsort's tech support has been outstanding. From the very start – from the POC – up to my 'weekly chats', I don't think I've worked with a technical support group that has been as attentive and provided the level of answers that this group has. They are just fantastic." ■



Syncsort's DMExpress is the fastest, most reliable and cost efficient Data Integration software. It speeds applications and delivers information to business users *when they need it.*

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