



database consultants australia

List Management Solution



Database Consultants Australia

List Rental Management

OUR CLIENT

Database Consultants Australia (DCA) are data specialists and information technology experts who specialise in providing data solutions by analysing, collecting, storing and creating electronic data

DCA have been in the business of providing high quality marketing data solutions to customers across the APAC region for many years. DCA marketing data supports their clients lead generation activity to prospects across Australia and NZ.

THE ISSUE

DCA had previously relied on a legacy system to allow the sales team to run the list rental operation. This allowed counts, crosstab analysis, and data extraction. However, this system was built on older technology, meaning that alterations and improvements were difficult or impossible to implement.

What was needed was a modern, highly configurable system that had the flexibility to support both the needs of the business and its clients moving forward.

THE SOLUTION

Having had an existing relationship with DCA, Blue Tahiti Software (BTS) were asked to provide a proof of concept based on their Data Studio solution.

Key requirements included:

Online solution accessible to internal staff and external clients via browser

- Easy of use through an intuitive user interface
- Real time counting irrespective of count complexity
- Selections customised to DCA's data structure
- Customised crosstab analysis (required to support DCA's unique data structure)
- Data download to desktop
- Integrated user management
- Ease of adding new data points
- Regular data refresh

The proof of concept was prepared and ready for test within 2 weeks of receipt of the data from DCA and made available for their team to test. DCA tested over a period of 3 weeks with some final alterations made as required. The system was then released live to internal users, within 5 weeks of the POC inception.

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THE BENEFITS

Data Studio has gone on to prove itself to be the ideal solution for DCA's team and provides unlimited scope for supporting them in future growth of their client base and data assets.

Users find the system easy and efficient to use. They enjoy productivity features not previously available to them, and the business knows they have a future proofed scalable solution.

Martin Soley Group General Manager of Data Services said *"Once we had decided to replace our legacy system, we researched our options in detail, from a range of 3rd party solutions, to building something ourselves. However, we realised that with Data Studio, we were getting the result of the many years of experience that BTS has accumulated in creating a product to meet the exact use-case of the list rental business. Our team is extremely pleased with the system and the support we receive from BTS."*

ABOUT US

Blue Tahiti Software Ltd has been developing solutions for the list marketing sector for over 10 years. Our solutions are used by companies around the world to power efficient and profitable list rental operation. Having worked with some of the biggest players in the business we know what it takes to provide the competitive edge you need to keep ahead of the competition.

If you would like to find out more about our company and its solutions, please email us at sales@bluetahiti.com and we get right back to you.

Alternatively visit bluetahiti.com