DATA DIRECT
AUSTRALIA

Data Direct Australia

"From inception to postage, your every mailing need taken care of…"

OVERVIEW

Data Direct Australia Pty Ltd (Data Direct) commenced operations in March 1995 with the view of creating a database focussed direct mail processing bureau service that could "Get It Right First Time…Every Time." Data Direct remains privately owned and since its inception, has experienced growth, not by external funding or investors, but through a growth in the breadth and depth of its customer base.

Data Direct has continually increased its turnover each year and in 2008 moved to its current location in Preston, which is some four times the size of its previous premises in Hawthorn.

The company's strength lies in the experience of its staff, particularly in the data division where the processes are well established for tackling complex direct mail projects. Data Direct assures security in its processes and quality systems and will professionally provide a seamless solution for your requirements.

EXECUTIVE SUMMARY

Data Direct is exceptionally skilled in all facets of data management, mail processing and fulfilment. We also work closely with our supply partners to co-ordinate stock management requirements for our customers.

Data Direct has a long and distinguished history of collaborating with and providing data and mail processing solutions to numerous prominent organisations. This has been achieved by always providing open communication channels, exceptionally high levels of service commitment, advice, support and meticulous attention to the finer details that can ultimately result in a superior campaign outcome.

A perusal of our valued clients will confirm our vast experience in managing large direct mailing campaigns. We consistently deliver within agreed time frames and with quality outcomes in this deadline driven industry.

Our Bulk Mail Partner certification with Australia Post and our experienced and friendly staff are a testament to our ability to maintain long term relationships with key clients.

MISSION STATEMENT

Data Direct aims to operate an ethical business in the direct marketing industry and to foster partnerships with our clients based on professionalism, trust and honesty that will endure the test of time - to be renowned for Deeds … not Words. To this end we will aim to provide unprecedented service and performance above and beyond that of your expectations. We value our customers as the foundation of our business. Our relationships with customers and suppliers are based on principles of respect and mutual benefit and together, we aim to develop profitable and lasting relationships. We want to build on what

we do well and be innovative in order to meet changing customer needs.

We respect the experience and skills of our staff and value the contribution that every person makes to the business team. We recognise that pride and enjoyment in the job come from commitment, leadership by example and accomplishment. Our goal is to work together to reward, train and develop our staff in ways that acknowledge performance and individual abilities.
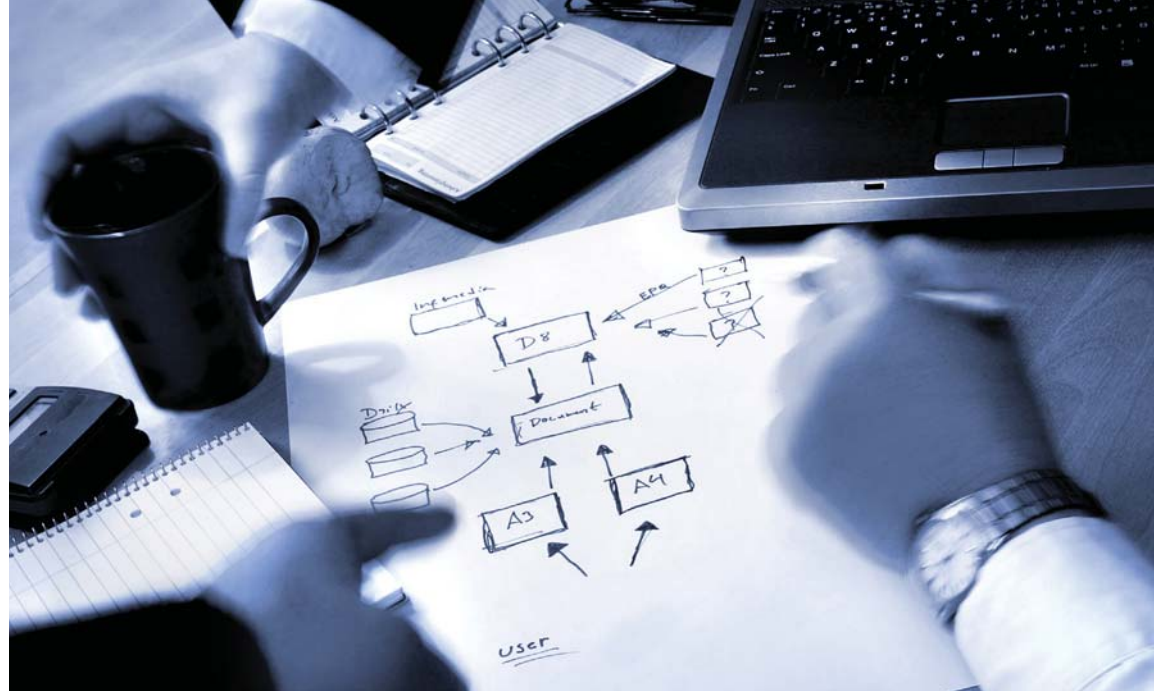
SERVICES

Data Direct Australia offers a wide range of services including:

- Campaign Management & Fulfilment Services
- Marketing data development & list acquisition
- Business to Business & Business to Consumer lists
- Offset printing & stock supply
- Packaging & envelope supply
- Data entry & file maintenance
- Data conversions
- Database design & management
- Programming
- Multi-channel services
- Graphic Design
- Inkjet printing
- Label generation

- Laser imaging
- Personalised full colour digital printing
- Bulk mail processing & postal management
- Intelligent inserting
- Plastic wrap (including bio-degradeable plastic & poly-propylene)
- Manual fulfilment
- Card & Membership campaigns
- Management reporting (statistical & cross tab analysis)
- Campaign response analysis
- Storage & distribution management

MANAGEMENT AND CONTROL

There are a number of ways that quality control procedures are employed to maintain a high standard of service delivery.

Firstly, Data Direct is an accredited Bulk Mail Partner of Australia Post and is committed to quality standards through its involvement in Australia Post's Lodgement Quality System.

Secondly, Data Direct's quality system dictates that a process and control document is written for each job that is handled by Data Direct. Essentially the process and control document is an instruction to staff of what the account

management team expects from each department to fulfil the requirements of the service delivery objectives. A sample of the final product and the method of processing is included with the control document and quality checks are performed intermittently throughout the job to ensure that uniformity and quality are maintained from start to finish.

The management team ensures staff with appropriate skills fulfil the day to day functions of the service delivery. The appropriate ongoing training is provided by Data Direct with all relevant project team members.

KEY MARKET DIFFERENTIATORS

Data Direct commenced operations in 1995 purely as a data bureau. Since day one, its core competency has been in the area of data expertise and managing complex mail projects through its quality systems. To this day, Data Direct still manages data projects for other mail houses and fulfilment companies. Our adeptness with data ensures accuracy in printing, collation and processing of mail packs.

Data competency in the areas of programming and repair ensures Australia Post's Correct Addressing Guidelines are followed to ensure timely deliverability and to guarantee maximum

postal discounts. Data Direct has been able to reduce postal bills on the mail projects it has managed where there is an element of data repair involved. Depending on the size of the mailing this can be of great value to the client.

Our extensive data management, output and mail processing facilities are all located under the one roof which provides seamless end to end project management and peace of mind when it comes to tight deadlines.

ACCREDITATION

Data Direct is an accredited Bulk Mail Partner of Australia Post and our ability to deliver quality outcomes efficiently is demonstrated in this accreditation. There is no room for error as a Bulk Mail Partner and the Accreditation is highly sought after and is not easily obtained or held.

Data Direct's commitment to quality standards is also underpinned through our involvement in Australia Post's Lodgement Quality System (LQS). LQS was developed to support the Bulk Mail Partner (BMP) Program, providing a transparent, practical tool to improve the quality of mail lodgements. The benefit of LQS is that it provides concrete information about quality issues which can lead to action and therefore real, measurable improvement.

LQS helps improve the efficiency and effectiveness of mail lodgements, supports quality initiatives undertaken by BMP mail houses, and provides valuable benchmarking information to support the BMP program.

" *Data Direct is an accredited Bulk Mail Partner of Australia Post and our ability to deliver quality outcomes efficiently is demonstrated in this accreditation.* "

Contact us now for your next campaign on **03 9485 4900** or email us at **sales@datadirect.com.au**

DATA MANAGEMENT

Data is the lifeblood of any marketing activity and at Data Direct we believe it is our capabilities in this area that makes us stand out.

Data Direct has the latest database analysis technologies with the ability to manipulate large amounts of data and smarter analytical tools to spot relationships and patterns. Data Direct can provide qualitative and quantitative reporting on all projects undertaken to ensure the resulting information gleaned from your database meets both present and future requirements.

The integrity and accuracy of customers' and prospects' name and address details are crucial to the success of direct marketing campaigns for two primary reasons.

Firstly, compliance with Australia Post's "Correct Addressing Guidelines" is imperative to ensure deliverability and to guarantee maximum postal discounts.

Secondly, incorrect or poorly addressed mail pieces can be negatively perceived by the recipient, hence reflecting unfavourably on your business, products or services.

At Data Direct, we possess a combined total of in excess of eighty years experience purely in data interrogation, manipulation, repair and standardisation techniques.

Over the years we have painstakingly developed and continually refined, intuitive programs which hunt down, ferret out and repair such errors and aberrations with surgical precision, thus ensuring a clinically clean and Australia Post compliant data file.

Mailing to duplicated names and addresses is costly, unnecessary, and extremely irritating to the recipient if left undetected. Data Direct undertakes maximum effort to eliminate this possibility. We recognise that no two databases are the same and that different customers can have unique requirements when it comes to deduplication.

Due to the flexibility and versatility of our database software, we are able to custom build a deduplication process for each database, quickly and cost effectively. This eliminates the need for having to "fit in" to a pre-existing system not necessarily fully suitable to your needs.

The majority of bureau deduplication services and "off the shelf" software packages available today are mostly automated with little to no human interaction in the processes undertaken. Many years of experience have shown us, not only through our own development processes, but the results produced from "off the shelf" automated systems, that the most accurate and highest elimination rate can only be achieved by way of an interactive deduplication process. (ie; a combination of computer processing and manual vetting of results, every step of the way until completion).

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ENGAGE CROSS MEDIA

Engage is a state of the art Cross Media Marketing platform that engages your customers through direct mail, email, web and sms to increase your marketing response rates, increase customer interaction, improve customer retention, and increase your return on marketing investment.

Engage can help you

- Increase response rates.
- Improve your database.
- Learn more about your customers

Engage allows you to communicate simultaneously through multiple communication channels with consistency and continuity. engage will tailor make an entire campaign using personalised print, personalised email, personalised URL's (PURLS) and SMS to maximize the reach of your campaign and increase your brands exposure.

Apart from creating stunning personalised effects for emails and PURLS, engage incorporates the digital printing technology of the Xerox Color 1000 Digital Press and Color 700i Digital Press to produce amazing printed pieces that are fully personalised and ready to mail.

With the help of our experienced graphics department there is no limit to how creative or personalised your campaign can be!

FULL COLOUR & BLACK AND WHITE PRINTING CAPABILITIES

Data Direct has invested heavily to attain a fleet of cutting edge production laser printers. Our fleet of Xerox Production Engines includes both Black & White high speed printers as well as Digital Full Colour printers. In fact, Data Direct was one of the first mail houses in Australia to commission a full colour printer with the ability to print spot varnish in the one pass allowing us to produce stunning effects on our clients artwork.

Data Direct can personalise your mailing pieces according to names and salutations. We can also use anything in your data to build a truly personalised communication to your customers.

Because a marketer can change text, graphics or both to speak to a prospect on an individual level,

Variable Image Printing (VIP) makes true one-to-one marketing a reality. If you are wondering how to make this technology effectively work for you, Data Direct can assist you in using VIP to achieve relevancy and resonance with your audience.

Data Direct uses specialised printing software which allows us to link variable data to variable imagery. Variable image personalisation is often used in direct mail pieces such as postcards, sales promotions, renewals, membership drives and invitations.

We also have graphic designers available to assist you or your designers in creating your very own personalised direct mail pieces.

SECURE AUTOMATED SIGNATURE MACHINE
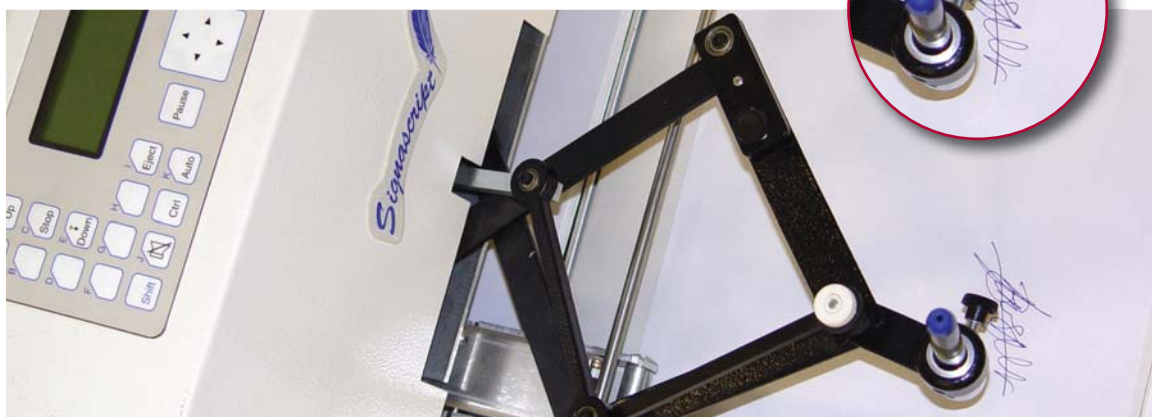
Data Direct's Secure Automated Signature Machine (Signascript) is manufactured in Europe and is the ultimate signing machine. They are not computer plotters! They sign actual signatures.... exactly like you!

Any writing instrument can be used with the Signascript from ballpoint, felt tipped, gel or fountain pen. Depending on the complexity of the signature, the machine will handle from 200 up to 600 documents signed per hour, signed perfectly - indistinguishable from your own signature and without wasting your time.

The security of signatures is our highest priority; therefore various levels of security are built-in to the machine and the creation of the encrypted digitised signature.

MAIL INSERTING EQUIPMENT

Both intelligent and non-intelligent inserting equipment are used by Data Direct. We offer intelligent inserting which extends the customization of selective inserts utilizing computer and optical scanning technology, and intelligently collates and inserts package contents based on individual database records.

Driven by database attributes beyond the basic address, each individual consumer package can contain inserts and information that meets the customer's specific profile and needs.

PLASTIC WRAP SERVICES

Data Direct provides specialist plastic wrapping services using bio-degradable film which is environmentally friendly. We have installed a CMC Pratica plastic wrapping machine capable of wrapping an average of 5,000 items per hour for sizes from A6 up to A4. The CMC Pratica also has 5 hoppers, one of which is a book feeder.
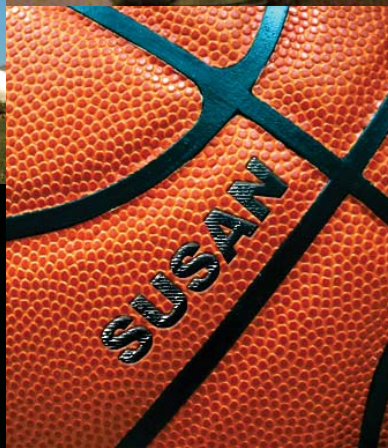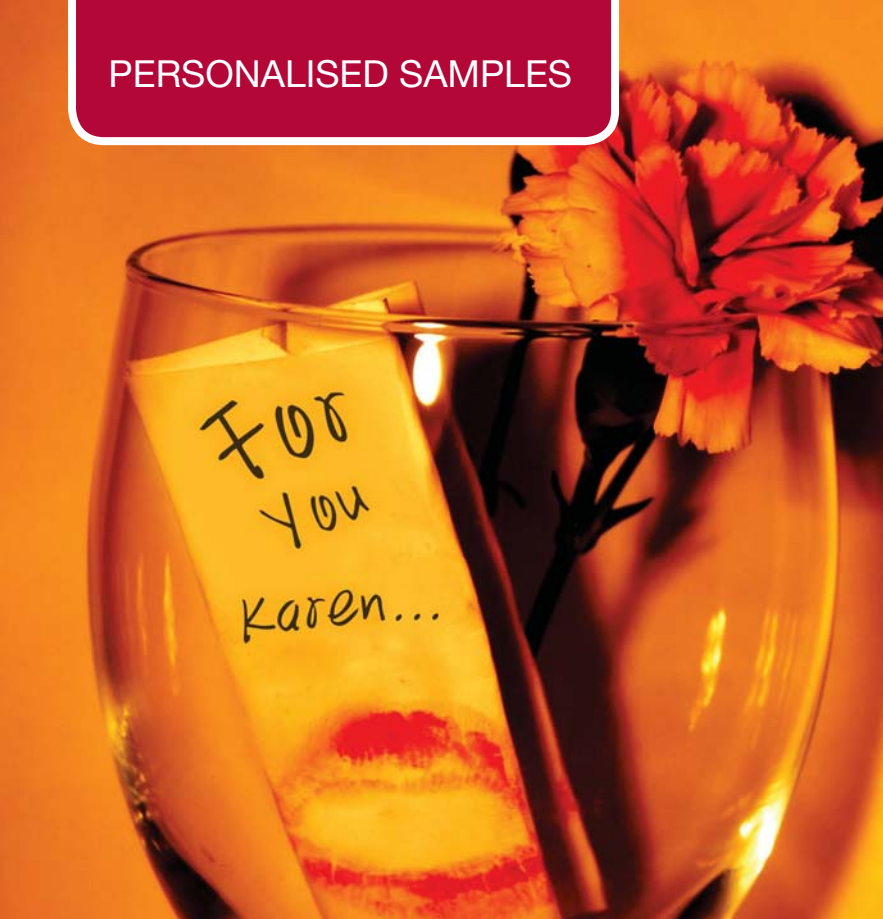
MANUAL FULFILMENT

There is no job too big or too small for us. We have a specialised team of manual processors that can manage any job put to them whether it's a few hundred or tens of thousands of articles.

Contact us now for your next campaign on **03 9485 4900** or email us at **sales@datadirect.com.au**

A FEW OF OUR CLIENTS:

For You Karen...

NICOLE

Mariana

Amanda Dean

iPod

DATA DIRECT
AUSTRALIA

Dear Jane,
It is my pleasure to request your a...

Kate

KIMBERLY EVANS

AMANDA

Amanda

↑ AMANDA RUTH
This Way to book your Dream Holidays

SUSAN

Call us for a

Coffee
& Chat

to discuss your next campaign

03 9485 4900

✓ Database Management
✓ Full Colour Digital Printing
✓ Graphic Design
✓ Intelligent Inserting and Finishing
✓ Inkjet Addressing

✓ Plastic Wrapping
✓ Handline Processing and Fulfilment
✓ Postal Management
✓ Campaign Management
✓ Online Inventory Management

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AUSTRALIA

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