

## DATA QUALITY BUSINESS BUILDS ON SUCCESS WITH **FIRSTLOGIC SOLUTIONS**



**PeachtreeData™**

Much has changed in how companies communicate with customers and prospects since Peachtree Data opened their data quality and address-cleansing business in 1994. One thing that hasn't changed is the software solution Peachtree Data relies upon to run their operation and meet the needs of their customers — **Firstlogic Data Quality (DQ)**.

About half the company's customers are organizations using contact lists for their communication projects after Peachtree Data has standardized, de-duped, and enhanced their data files. The other half is supporting list brokers, agencies, and other service providers that use the cleansed data for their customers' direct mail or multi-channel marketing. "Every data record we process today runs through Firstlogic's DQ software suite," says Peachtree Data President, Richard West.

### Latest Improvements Meet Customer Demands

Firstlogic DQ allows Peachtree Data to handle job sizes varying from a few hundred records to 60 million. The new multi-threaded architecture Firstlogic Solutions added to the latest software release simplifies operations, even with a wide disparity of volumes. "The system just uses more processor power and memory when the job needs it," says West.

Peachtree Data regularly processes 100,000 records in five minutes or less with Firstlogic DQ.



**Multithreading has increased the speed for our large jobs.  
They now run three to four times faster."**

Richard West | President | Peachtree Data

### A Steady and Reliable Partnership

Peachtree Data has remained a loyal user of Firstlogic software tools, even though they have had opportunities to switch software vendors over the years. The core postal processing software, including FirstPrep, Address Correction and Encoding (ACE), DataRight IQ (DIQ) and Match/Consolidate (MCD), has always been available, but ownership changed through a series of mergers and acquisitions. "We were thrilled to see Firstlogic Solutions acquire the SAP Postalsoft suite of tools and make significant improvements to the platform. We looked at alternatives, and nothing else stacked up," he explained. Changing vendors for address standardization, move updates, de-duplication, and house-holding would have required converting Peachtree Data's established scripts and job files.

Time and resources allocated to migration and testing would have been significant. Sticking with the proven reliability and performance of Firstlogic products was a big win for Peachtre Data.

Mr. West notes some of their job files developed with their original Firstlogic software are still running today with no developer intervention required. He attributes this outstanding feat to the Edjob utility that comes with every product update. Edjob scans the existing job set-up scripts and automatically makes any adjustments necessary for the newest version.



**We've been using the software for 20 years and it just keeps working!"**

Richard West | President | Peachtree Data



### Firstlogic Solutions Helps Prepare for the Future

Peachtree Data has changed with the times as technological advancements expand the capabilities of customer communications. Today, the company is helping their customers with data enhancement features such as appending email addresses or cell phone numbers to data files, enabling their customers to communicate electronically through email and text messages.

**"Just because a message isn't printed and mailed, doesn't mean the recipient's physical mailing address is less important."**

Richard West | President | Peachtree Data

"Just because a message isn't printed and mailed, doesn't mean the recipient's physical mailing address is less important," notes West. An accurate mailing address allows Peachtree Data to append relevant demographic information to customer files. This additional data controls images marketers place in electronic communications, modifies the offers, adjusts language preferences, and improves performance by targeting prospects most likely to respond.

Data will be the most important element in determining the success of customer communications in the future. Bad data or incomplete information can damage relationships with present and prospective customers. Consumers exposed to a high level of personalization and relevance through online shopping and other applications have amplified their expectations for all marketing and business correspondence.

With customer experience expected to replace price as the most important distinguishing factor among competitors, companies must make the investments necessary to ensure the data on which they base their customer messaging is accurate. Companies like Peachtree Data are using software from Firstlogic Solutions to help their customers achieve enhanced response and conversion rates today and in the future.

Firstlogic Solutions is headquartered in Atlanta, Georgia, with satellite offices in La Crosse, Wisconsin, and Chicago, Illinois. The professionals at Firstlogic Solutions average 20 years of IT experience and over 10 years of data quality expertise. To find out how software from Firstlogic Solutions can help your organization be more productive, accurate, and competitive, CONTACT US to schedule a discovery call and arrange a free trial.



Discover all that Firstlogic can do for your business.

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