



SmartDM Relies on Pervasive Technology to Improve Data Processing Efficiencies

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Jay Graves
President
SmartDM

SmartDM’s primary focus is to process massive amounts of client data from various sources into usable information for the customer to use in their marketing efforts. A flexible and scalable translation tool was critical in its ability to provide fast, reliable and accurate data to its clients. SmartDM found Pervasive Data Integrator to not only be the perfect solution for its complex integration challenges, but a competitive differentiator that is spurring company growth.

About SmartDM

SmartDM is a fast-growing database marketing services organization headquartered in Nashville with offices in Kansas City, New York, Dallas and Little Rock. Founded in 1995, SmartDM has over 100 clients in industry markets that include financial services, hospitality, entertainment, professional and collegiate sports, non-profits, and retail.

SmartDM offers six main channels of database marketing services--agency solutions, analytics, direct mail, email, CRM and data management. These channels provide clients with a fully integrated services platform that allows companies and organizations to market more profitably to their customers and prospects.

Business Challenge: Cleanse and Standardize Disparate Incoming Data Sources and Formats

The nature of SmartDM’s business requires it to integrate countless formats of client data from various sources, consolidate and cleanse it, and make it available to the client for marketing campaigns. Manually processing this amount of data into a standardized, usable format typically takes weeks and cleansing the data is often impossible without spending hundreds of hours rewriting legacy file formats. The attainment of new clients was sometimes predicated on the speed at which their data could be initialized for cleansing and integration. SmartDM believed that by automating the data migration and cleansing steps, and increasing its flexibility with processing data from multiple sources with disparate data types, it would be able to solidify its competitive differentiation in the marketplace.

Pervasive’s Solution

SmartDM researched ETL Solution Providers only to realize that the common six-figure price tag was more than its 95-person company could afford. When it learned about Pervasive, it was impressed by not only the affordable price, but with the product features for which it was searching. “Pervasive Data Integrator was exactly what I wanted and is flexible enough to



- COMPANY NAME
SmartDM
- FIRST BENEFIT
Improved flexibility and capabilities working with disparate data sources and formats
- SECOND BENEFIT
Increased customer-focused productivity with easily-accessible analyst data
- THIRD BENEFIT
Reduction of time to set up new clients results in higher customer satisfaction and attainment
- INDUSTRY SEGMENT
Marketing
- CUSTOMER TYPE
Direct Marketing



SmartDM

SmartDM

grow with our company and expanding client base,” says Jay Graves, president of SmartDM. “Pervasive had the right tool at the right price and superior customer support.”

Pervasive Data Integrator allows SmartDM to take any kind of data, including unstructured data from disparate sources, transform it and quickly load it into data warehouses for client use. Using Microsoft Windows 2003 with SQL Server on its backend systems, SmartDM

data analysts rely on Pervasive’s easy-to-use graphical tools for rapid mapping design and manipulation of client- and project-specific data. “We use the Pervasive Map Designer and Process Designer tools within Data Integrator as our key methods of moving data and automating the processes around the data,” says Graves. “It is our core platform and without it, we couldn’t extract data into a common format, clean it and integrate it in such a seamless, cost-effective manner.”

BOTTOM LINE

Graves says the success of SmartDM is only as great as the quality of data processed on behalf of its clients. “The cleaner the data, the more likely we can save our client money from mistakes such as mailing duplicates or mailing to the wrong person,” he says. “Data Integrator ensures we can take all of their data, despite the source or format, and process it into a usable and accurate data resource that enables them to run a successful marketing campaign.”

In the ten years since its inception, SmartDM has increased its client base by more than 2,000 percent, thanks in part to Pervasive technology. “When we bring a new client on board, it takes only minutes to set them up for the first step of data hygiene,” says Graves. “Reducing their upfront costs can often be a deciding factor.”

The personal attention offered to clients by SmartDM’s data analysts is yet another differentiator. “We don’t staff a full-fledged developer to clean the data and try to do what Data Integrator can do,” says Graves. “Pervasive software is both intuitive and easy for our data analysts to use. Since their job is to focus on our customers, customer data and what customers want to achieve with their data, Pervasive Data Integrator provides a quick and easy way to access

the information they need from client data. And by tailoring Data Integrator capabilities to our clients’ specific marketing needs, we are able to provide a unique, completely customizable application.”

Graves cited one example which illustrates the benefits he and his customers realize with Data Integrator.

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“One of our clients has multiple files with the same format,” he explains. “With the Process Designer embedded within Data Integrator, we have reduced the processing steps from 75 to only 6. Previously with this customer, if we wanted to change a file format, we had to manually change it in 75 different places. The Process Designer enables us to make changes in only one place. Using Pervasive Data Integrator, we have reduced our maintenance times by more than half and the customer receives more usable data much faster and with far less risk of error.”

Graves estimates Data Integrator has allowed him to reduce headcount by at least one employee over the past year. “Data Integrator does what we would have to pay a high-end programmer to try to do,” he says. “I have my doubts that a programmer could develop a tool as comprehensive, reliable and as reusable as Pervasive’s Data Integrator.”

ABOUT PERVASIVE SOFTWARE



Pervasive Software is a leading global data-management company powering the success of application developers by providing solutions that deliver the industry’s best combination of performance, reliability and low administration costs. Pervasive’s strength is evidenced by the size and diversity of its customer base, serving tens of thousands of customers with hundreds of thousands of end-users in nearly every vertical market around the world. Founded in 1994, Pervasive sells its products into more than 150 countries and is based in Austin, Texas, with offices in Europe.

FOR MORE INFORMATION

- To learn more about Pervasive Software and our solutions, please visit www.pervasive.com.
- To reach the North American sales office, call **1.800.287.4383, extension 2**.
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- In Europe, for Belgium, France, Germany, Italy, Luxembourg, The Netherlands, Spain, Sweden, Switzerland and the United Kingdom, call **+800.12.12.34.34**.
- For any other European, Middle Eastern, African or Asian countries (excluding Japan), call **+32.70.23.37.61**.
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