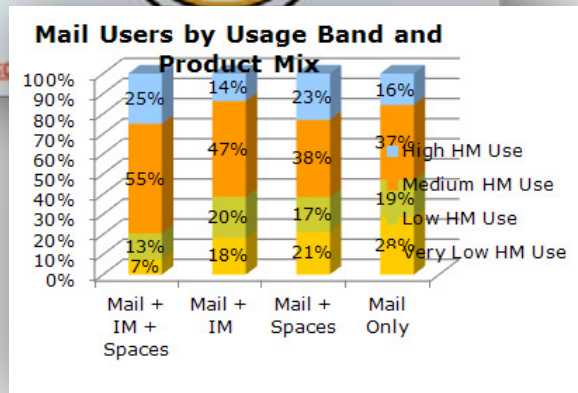


## Marketing Data + Analytics



## History

5 year relationship

## Engagement

Managed team (6)

## Our Role

- Data Management + Consulting
- Reporting + Analysis
- Database Development + Migration
- Data Warehouse Design + Deployment

## Impact

- Provide Valuable Insights via Complex Reporting Capabilities Not Available Elsewhere in Organization
- Consistent Process + Methodologies Applied to On-Boarding All Applications Through MS Application Security Assurance Program
- Continuity of Services Despite Constantly Evolving Infrastructure + Systems
- > 99% Quality of Service

## Technology + Platforms

- SQL Server 2000 + 2005, SQL Server Client Tools, SQL Reporting Services
- OLAP Viewers: ProClarity + Panorama
- Visual Basic for Applications (ABA)
- Excel