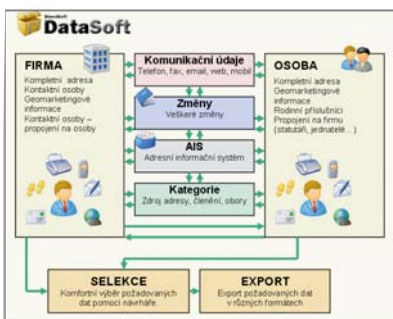


Accuracy, integrity and up-to-date state of your data is the key to the success

You have created a database of our clients and other companies operating in the same business area and you are not sure if all your data are up-to-date?

You need to check the validity of the company names and the addresses captured in your database?



You get excessive amount of returned mail? The cause mostly lies in incorrect data capture.

You need to have your data enriched with some other public information but it would consume too much time of yours or your employees?

You intend to target new companies or individual consumers?

The investment to a solid preparation of the records of your next campaign always pays!

Our company has the solution to the challenges that you may meet.

We supply:

- Cultivation of databases
- Data homologation
- Data re-duplication
- Merging of data
- Enriching the database with the phone numbers
- Enriching the database with IC and DIC
- Adding the names of the contact person - actual list of the statutory bodies
- Verification of addresses
- Sequencing of addresses to get a cheaper postage charges
- Selection of the target audience
- Supplying of marketing information
- Complete preparation of campaigns

The result of your work depends on the quality of the data entry. Our company can supply all the high quality data and services that you may require.



...join the successful

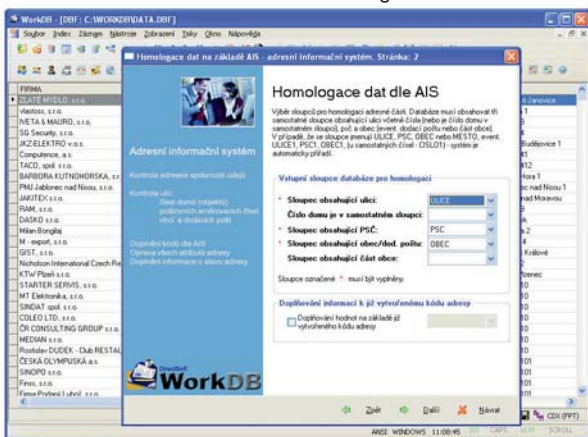
How to achieve that:

Data Cultivation

- We check and precise the names and surnames including the titles either in the separate fields of the database or in its particular columns.
- We enrich and specify post codes, delivery post offices at the municipalities and its parts, street names and address points according to the official list of the Czech Post Office.
- We supply the phone numbers.
- We supply the cartographic data and its relevant codes.
- We supply numbers of inhabitants in listed municipalities, information about its attraction zones and similar.

Data Re-duplication

We re-duplicate single data in the given databases based on its fundamental identification data (name, surname, address) and consequently we remove the uniquely determined duplications. In the personal data files, e.g. the home addresses, we can, following your request, mark the family members or other people living on the same address. For the legal entities or entrepreneurs we check the possible duplications of IC, business names, addresses, or the phone and fax numbers and the e-mail addresses. In the same way it is possible to compare data of separate databases while keeping the regulation of the Data Protection Law.



Data Homologation

We check and correct all address data according to the international area classification (NUTS) of the Czech Statistic Office, according to the area identification register (ÚIR-ADR) of the Ministry of Labour and Social Matters and according to any other standards for data processing issued by the Ministry of Informatics. We adjust the addresses to the formats recommended by the regulation of the Czech Post Office.

Merging of Data

Following the same principles as above we can, if desired, exclude the contacts to those who were contacted in the previous campaigns. From our own database we can add contacts to those fitting your target audience but are missing in your own database. We always select the target audience based on the most suitable criteria agreed upon with our clients.