



The Notime company from Milan
puts its faith in Data Quality Solutions from Uniserv

notime

HIGH-OCTANE FOR THE CRM ENGINE

Notime is developing an integrated CRM and address data quality system for BMW Italy based on ASP / Uniserv solutions secure the quality of around three million addresses in batch processing / Link forged between communication and IT service

Markets throughout the world have undergone a gradual lasting change over the last few decades. The main reasons for this lie in the ongoing globalisation of the economy, the increasing liberalization of the laws on competition and the radically altered desires, requirements and behaviour patterns of the customer. In the course of this development, the customer life cycle has also been dramatically shortened. This means that companies are faced with the challenge of communicating quickly, flexibly and, above all, repeatedly "to the point" with customers and prospective customers. In addition to product excellence and brand identity, a sophisticated Customer Relationship Management (CRM) based on an application with a flexible IT technology is required. This is where the innovative CRM solutions of Notime, the Milan consultancy, come in, because they breach the gap between corporate communication and the IT system in a unique manner. An example of this is the ASP-based CRM engine for BMW in Italy. The associated address database will comprise around three million data records in the final stage. The data quality solutions of Uniserv from Pforzheim are responsible for securing the quality of these addresses. ▶



When the experts from Notime started to develop the solution for BMW Italy, it became clear relatively quickly that specialized address data quality tools were indispensable. These were needed to ensure that all the address information stored in the CRM database is postally correct, complete, up-to-date and duplicate-free. This high address quality is the essential condition for the high-quality functioning of the entire CRM engine, as Gerardo Ruggia, creative director at Notime, explains: "Only if the addresses are really top quality can we use them as an anchor for the selective assignment of each address with a great variety of additional data and attributes. Only with this address quality does it become possible to analyse customer and address data quickly and flexibly and select and use it repeatedly with pinpoint accuracy for frequent and well-directed corporate communication – as here in the case of BMW in Italy. This guarantees profitable working in spite of short customer life cycles, because communication is the engine of the company!" In addition to this, high address quality is a prerequisite for a functioning duplicate check, especially if external lists or further data for the preparation of systematic communicative activities are matched with the specific database.



Gerardo Ruggia, Creative Director at Notime: "Around 70% of all CRM projects fail, because the address data used is incorrect. Together with Uniserv, we bring CRM projects to a successful conclusion, because, in addition to other factors, we concentrate on the addresses above all and ensure that they are correct and up-to-date. We bring together communication and IT, thereby supplying the fuel for the CRM engine!"

Paradise found

As a pioneer, the approach of Notime is to offer exclusively "High-level solutions ready-to-go" with high performance, flexibility and top information for decision-makers. Against this background, the Italian market was first of all searched for a supplier of suitable data quality software, whose solutions meet the tough selection criteria and high requirements of result quality, performance, flexibility and integrability. The Italian products considered did not prove to be satisfactory, however. The search was extended to the European markets. As Gerardo Ruggia explains: "Through various contacts and inquiries, we finally contacted Uniserv and entered into an agreement after just one week, because we considered Uniserv to be a partner capable of solving the most difficult address problems!"

After the initial contact, a test installation ensued, followed by intensive testing of the postal validation software of Uniserv for Italian addresses via ASP, first of all manually, then to a larger extent through simple integration in an internal application.

"We were especially pleased that we were able to work with the open demo of Uniserv entirely independently directly from our head office in Milan during the testing", said Ruggia. "In the case of other suppliers, we had to send test addresses away and had practically no influence on the working methods. In the case of Uniserv, however, we were able to satisfy ourselves of the quality at first hand, and, in the last analysis, that was why we decided on Uniserv!" Test processing with partial databases of 1,000 to 150,000 addresses followed. The results were presented to BMW Italy and were totally convincing. The integration in the CRM engine for BMW Italy was then more or less only a formality and quickly completed. The clean-up of the existing address information and its transfer to the new system proceeded without any problems in the same way.



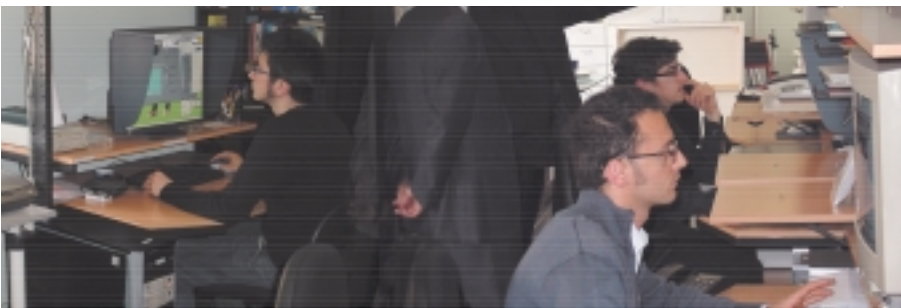
Production success in ASP

After conclusion of the development work with integration of the Uniserv solution *post* for Italy as a batch program and after the cleansing and transfer of an initial 1.6 million addresses, the CRM solution for BMW went into productive operation at the beginning of 2006. The overall package is fully available via ASP (Application Service Providing). The test, integration and production servers are operated by Notime. The main advantage for BMW Italy in this configuration via Internet is the simple access "on demand" – the CRM engine can

also be accessed outside Italy by means of the respective access data. In addition to this, the use of ASP meant that BMW did not need to invest in any special hardware or software in Italy.

Around 1,000 new addresses are added to the data pool every day in the current productive operation. These are collected during the day and subsequently processed overnight in a batch, i.e. postally validated by postcode, post town, street and house number, and corrected if necessary. "The complete refresh of the entire data pool takes place

every day and is immediately available online. The BMW employees are provided with the latest and correct address data for their daily communicative tasks", says Gerardo Ruggia with a smile. In addition, each individual address is provided with a kind up-to-dateness index via the system, which shows the user the position of the respective address in its life cycle and how it should therefore be handled – an important advantage, especially if highly specialized market communication with small to extremely small numbers of addresses is involved. ▶




Information about Notime

The Milan agency Notime is a consultancy for marketing and communication on the basis of information technology with the focus on creation, service and representation of a unique relationship between the agency and the customer. In this connection, Notime combines the areas of service consulting, marketing, communication and technology with a total of around 30 employees at its two locations in Milan (headquarters) and Bollate (operative unit).

In line with its corporate philosophy, Notime is active in the environment of Customer Relationship Management and, as a pioneer, breaches the gap between corporate communication and the IT environment. The environment is that of the interactive contact of a company with each one of its customers by means of the most innovative techniques of One-to-One-Marketing: customer score cards, segmentation, profiling, commercial service, sales

service, geocoding, direct marketing, personalised digital print, welcome pack, end of term, customer loyalty, prospecting...

Notime came into being in 2004/2005 as a spin-off from the award-winning agency Password Communication. Amongst others, its customers include BMW Italy, Symantec, Sergio Tacchini, Sara Lee De, Playtex, GS Group Supermarkets.



Data quality processes in the background

The requisite technical processes and sequences for securing the quality of the address data run completely in the background in the CRM engine. The sequences of the communication processes of BMW are unaffected by this. The users work with an intuitive user interface which is simplicity itself. They are all able to select addresses multi-dimensionally, so that they very precisely fit a wide range of criteria e.g. country, region, province, city, postcode, ISTAT code, type of vehicle or personal data, etc. The data can be subsequently exported to a wide range of programs such as XML, Excel, Nurtex, e.g. for mailing campaigns or call center activities. Gerardo Ruggia comments on this: "We have attached great importance to the user being able to complete the actual selection in a very short time, and also that selections can be adapted to constantly changing requirements in no time as it were. As a result, comfortable handling for the users will also be guaranteed, when

we extend the data pool to around three million data records in the near future." Depending on the requirements of the communication project, very rough to fine scanning is currently possible.

Open for the future

Notime's work is not finished with the commissioning of this CRM solution for BMW Italy, however. In addition to the permanent hosting of the ASP server, the continuous further development of the CRM engine is also on the agenda. The next steps will be, for example, the integration of further Uniserv solutions and the specific enhancement of the addresses with e.g. socio-demographic data. The introduction of a dedicated geocoding is planned as part the BMW solution. Bearing such possible future customizings and developments in mind, the Notime specialists have ensured that the programming of the CRM engine is open and flexible from the very beginning, so that the overall package can grow along with future developments and changes and keep pace with them.

Conclusion

Overall, Gerardo Ruggia, the creative director of Notime, is evidently very pleased with the package prepared for BMW Italy and the choice of Uniserv data quality software: "In conjunction with the Uniserv solutions as tools for securing the quality of the address data, we have created a CRM engine for BMW in Italy which helps the company to get closer to its current and prospective customers. Notime and Uniserv produce the fuel for the CRM engine and help BMW to adapt their communication to the changed market conditions of a shorter customer life cycle. We have found a real partner in Uniserv and feel at home with them. We will implement further projects of this kind together in the future. The cooperative effort and the working relationship are superb." ■



Uniserv, Pforzheim



- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to optimally address customers on the basis of validated address information

Additional information

Uniserv GmbH • Rastatter Str. 13 • 75179 Pforzheim/Germany
 Telephone +49 (0) 7231/9 36-0 • Telefax +49 (0) 7231/9 36-30 02 • e-mail: info@uniserv.com • www.uniserv.com



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