



## WEGENER DM

WEGENER DM teams  
up with Uniserv to boost growth

### EUROPE IN SIGHT

Through the Business Unit International Database, WEGENER DM has enjoyed many years of success providing Belgian companies from various industries with address and marketing databases. For some time, the intention has been to expand this service internationally and to transfer our experience and know-how to other countries. The cornerstone of this is ensuring the highest levels of data quality and market coverage, as well as tailoring the service to individual countries. In order to achieve this target quickly and effectively, we have decided to integrate the country-specific software solution post (postal address checking) from Uniserv GmbH in Pforzheim/Germany into Genesis, our hosting solution for marketing databases.

WEGENER DM's direct marketing services are based on two key areas. Firstly, we offer comprehensive, up-to-date data gathering in the relevant markets. Secondly, WEGENER DM offers full service database hosting from our offices with our own IT infrastructure and database management solution called Genesis.

WEGENER DM provides individual data, as well as reference data. Individual data consists of national data and survey data. For example, WEGENER DM provides national data in Belgium called Consu-Data, which covers around 90% of adult Belgians. Survey data in Belgium covers between 15% and 25% of the population. This is composed from consumer surveys, using focus groups. In terms of reference data, WEGENER DM offers services such as the street listing "Road 65".

All data conforms to the respective legal requirements, particularly data protection laws. Using individual data, WEGENER DM helps clients to gain additional know-how concerning address information and, thus, a better insight into their customer base. The reference data improves the quality and accuracy of the original address information, e.g. in terms of postcode, location, street and house number, and is particularly important for database hosting.



## **WEGENER DM background information**

WEGENER DM N.V., Apeldoorn/ The Netherlands, focuses on media and marketing activities and is the largest publisher of regional press and free local press in the Netherlands. The company has also made a name for itself in Western Europe as a direct marketing specialist. This business unit is headquartered in Belgium at the WEGENER DM subsidiary in Brussels. The Group also offers Internet solutions and services, city information services, local map information, specialist press and graphics products and services.

## Quality and international reach – a winning combination

The success of Sopres in the Belgian direct marketing sector is now set to be repeated in Great Britain, the Netherlands and France, where the company already has a presence. The growth strategy behind this also has an immediate focus on Germany and, following on from this, the rest of Europe. This type of business expansion is a reflection of the changing nature of customer demand. Previously, clients only wanted a solution in a specific country. Today, however, global companies are demanding global solutions. The philosophy behind this expansion is clear and simple: "We want to help our clients to identify, manage and reach customers as efficiently as possible by collecting and providing the necessary data", explains Laurent de Schouwer, Director International Database at WEGENER DM. In any given market, this means providing the maximum volume of accurate data. WEGENER DM can then help clients to optimise their address management, thereby increasing efficiency



*Laurent de Schouwer, Director International Database WEGENER DM: "With Uniserv we are in a position to offer Service International Database Hosting across Europe!"*

and impact of their direct marketing strategies. In terms of hosting marketing databases, there is a further point to remember: "Managing marketing databases in different countries is only possible if one is able to account for country-specific features, for example, regarding address composition and structure or, indeed, the issue of addresses in general", says Peter Trap, Director Business Development at WEGENER DM. One cannot simply take a solution which works in one country, transfer it to another and hope for the right result. Instead, one must look very closely for country-specific factors. These must then be understood and integrated in the solution.

## Decision time

In order to achieve the necessary and intended internationalisation with speed and customer service in mind, WEGENER DM had two options. Firstly, there was the option of developing the know-how and the data for the individual countries targeted without external help. This route, however, is extremely time-consuming and cost intensive. Time-consuming, because the understanding of country-specific factors must be built up. Cost intensive, because the data necessary for success must be gathered, organised and managed by us. The second option was to form partnerships in target countries with companies that already have the market know-how. These companies already have the necessary data gathering capacity and the same corporate philosophy as WEGENER DM, i.e. a commitment to the highest levels of data quality, comprehensive market coverage and national specification. Having weighed up the options available, WEGENER DM decided on a partnership with Uniserv GmbH.

## Selecting the best

“Our clients judge us by the same strict criteria and benchmarks by which they are judged by their customers. Therefore, we could only consider a partnership with a market leader”, commented Director de Schouwer on the strict partner selection process. Uniserv GmbH in Pforzheim came through this selection process with flying colours. WEGENER DM’s management was impressed by the German company’s long track record, outstanding references and trustworthiness. “We were particularly impressed by the fact that Uniserv has an excellent understanding of country-specific factors, and that their software palette for address management is available in 16 country-specific versions, covering the most important European markets”, commented Business Developer Peter Trap. “We were also impressed by the fact that the company has demonstrated excellent data quality and results with their products and services, and has a very flexible approach.” They are also constantly striving to improve their own product range, so this was a win-win situation, said Trap. Laurent de Schouwer added: “In Uniserv we have found the ideal partner to present ourselves jointly as an international service provider.”



*Peter Trap, Director Business Development WEGENER DM:*

*“With Uniserv we have a real win-win situation, which will particularly benefit our clients!”*

## Genesis evolving

As part of the partnership with Uniserv, WEGENER DM has integrated the country-specific software solution post into both the online and the batch version of the Genesis database-hosting product for several countries. In doing so, the previously national Genesis product has become Genesis International, a key factor in the success of the first joint international project. „Since we understand the markets, this was the key factor in meeting the high expectations and requirements of a major international FMCG client, together with Uniserv”, said Laurent de Schouwer. At the same time, the Uniserv-WEGENER DM team took their first steps in international database hosting. This, along with all

future projects in international database hosting, will be managed jointly from Brussels. A high-performance IT centre is also available, which uses the latest technology.

## Today and tomorrow

Integrating the data quality software from Uniserv into Genesis went without a hitch, and so far the partnership has gone smoothly. Both partners are committed to continual improvement of their products and services. In this respect, it is particularly crucial that WEGENER DM has direct contact to its customer base. Their feedback shapes the development and improvement of products and services. For this, WEGENER DM uses Uniserv’s postal checking, which is currently available for 16 European countries, plus Canada and the USA. Future target countries where WEGENER DM intends to offer postal checking from Uniserv and international database hosting include Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Switzerland and Spain. A demo version of Uniserv’s post products can be found at [www.uniserv.com/demo](http://www.uniserv.com/demo).

# Genesis<sup>®</sup>

## International Database by Wegener DM

Genesis is the database hosting and management solution from WEGENER DM. Genesis is a specific solution for direct marketing databases. The client no longer administers his own database, instead he outsources this to WEGENER DM. Using the addresses in the databases, Genesis builds direct market-

ing information that is up-to-date, non-duplicated and ready to use. Genesis also ensures long-term maintenance. This is achieved through a constant process of input, management and output. Within Genesis,

postal checking is conducted by post from Uniserv. Addresses are checked by postcode, location, street, and number – always tailored to the relevant country-specifics regarding address.

Client access to their database is via Internet and, therefore, not dependant on IT platform and products. This offers three key services to the client:

- 1 Genesis Interact:** Employees, for example in a call centre, have direct access and can delete or change addresses themselves.
- 2 Genesis Target:** Various selection, search and segmentation criteria are available for selecting addresses from the database.
- 3 Genesis Intelligence:** Reporting on various activities relating to data base processes (Business Objects).

In Belgium, 30 clients currently use Genesis-based services with further clients in the Netherlands, Great Britain and France.

### 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, micro-marketing, geo-coding
- Benefit: ability to optimally address customers on the basis of validated address information

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