

MAAX DataCentre



MAAX Solution Suite

The MAAX DataCentre

MAAX Analytics

MAAX Campaigner

MAAX Data Mining

A foundation of uncompromised integrity

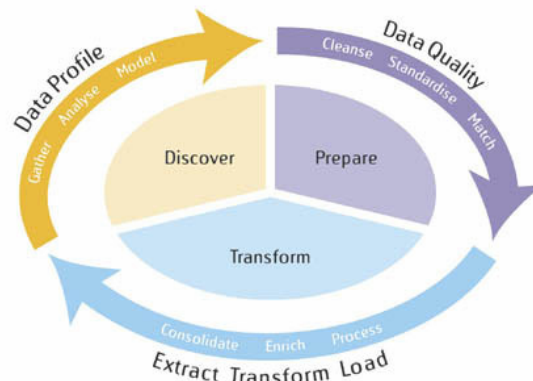
"The quality of your business decisions is directly related to the quality of information upon which those decisions are based."

Tom Ratkovich, President/CEO, ASTECH InterMedia

At ASTECH InterMedia, data integrity encompasses multiple dimensions. Among them:

- ◆ Accuracy
- ◆ Timeliness
- ◆ Relevance
- ◆ Integration
- ◆ Access

So at the heart of ASTECH InterMedia's marketing automation solutions is a platform that delivers on each of these dimensions - uniquely leveraging the company's unparalleled expertise and experience in the design, development and maintenance of marketing databases for publishers.



Introducing the **MAAX DataCentre**, the definitive foundation for the transformation of disparate raw data into meaningful customer knowledge - knowledge that moves the needle on subscriber marketing and new revenue initiatives.

The **MAAX DataCentre** is a marketing data mart that incorporates and integrates information that is specific to the support of strategic marketing initiatives and processes. It is flexibly designed to work collaboratively with, or independent of, enterprise data warehouses. The **MAAX DataCentre** design is consistent with open database standards.

Combining leading edge technology with ASTECH's unmatched expertise results in a marketing database that is:

- ◆ Optimized to ensure the accuracy of the data sources individually and collectively.
- ◆ Updated on a timely basis to guarantee exceptional support of marketing initiatives.
- ◆ Consistent with and relevant to your strategic marketing requirements and applications.
- ◆ Integrated across multiple data sources with a level of integrity that ensures a reliable, multidimensional assessment of customers and prospects.
- ◆ Designed to optimize access and analysis leveraging the **MAAX™ Solution Suite** from ASTECH InterMedia.
- ◆ Flexible and scalable to evolve and grow with your marketing requirements.

The **MAAX DataCentre** can be hosted by ASTECH InterMedia in its state-of-the-art computer center where it is accessed via web browser, or implemented locally under the watch of your marketing or IT personnel.

The bottom line is this...The **MAAX DataCentre** should be the cost-effective foundation of your company's data/driven marketing future.

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