



SOLUTION SUMMARY

Component Module	TransActor Uses	TransDecider Uses	TransAxs Uses
Data File Utility - Provides raw data summary reports on data files - Fixes common problems with file formats - Cleans file prior to loading - Used to find and fix problems prior to data staging.	Critical to ensure all data is loaded as expected	Used extensively for non real-time data sources	Critical to ensure source data understanding prior to SCV processing
Data Stager - Map data file fields to an agreed list of standard fields - Transform data to an agreed format - Transformations can be as simple as changing all dates to a single format or as complex as multi-layered queries that depend on specific conditions being fulfilled.	Critical to ensure data is correctly mapped to standard data pool fields	Used extensively for non real-time data sources	Critical to ensure data is correctly mapped to required SCV fields
Data Warehouse - Creates a Data Warehouse using cleaned/standardized data output from the Data Stager - Provides reporting on all pooled warehoused data across	The core repository of all processed data from all data contributors sources	The core repository of all processed data from all real-time (and non real-time) sources	Generally not deployed

any number of metrics.			
<p>Data Pooler</p> <ul style="list-style-type: none"> - Generation of real-time data pools (ie prospect pools) - Data pools can be permanent or once-off - Fully automated data pool building capability - No programming experience is required as data pool creation is based on parameters that can be easily modified - Data pools can be designed for counting, analytics, statistical modeling or any other purpose. 	Vital for the development of count & selection datamarts	Vital for the development of real-time lookup datamarts	Generally not deployed
<p>FastCount and Fulfilment Console</p> <ul style="list-style-type: none"> - A simple but powerful web based count engine - Most users can be writing queries with less than ½ a day of training - Export output lists (i.e. prospect mailing lists) based on client requirements - Random nth name selections and score ranking selections - Creates profiles of responders/non-responders to improve future campaigns - Can supply of responders/non-responders into statistical modelling engines. 	An integrated way to build required data segments and the relevant data outputs	Generally not deployed	Generally not deployed
<p>Search & Suppress</p> <ul style="list-style-type: none"> - Name/address/email/phone searching for individuals direct from live warehouse 	Critical for product use and compliance	Available for product use and compliance if required	Generally not deployed

<p>Ability to immediately suppress from future campaigns for reasons such as "do not contact" compliance</p> <p>Supports batch suppressions using data supplied in spreadsheets or other data formats.</p>			
<p>E-Verification</p> <ul style="list-style-type: none"> - Sub second Name/address/email/phone searching for individuals - Ability to supply in the response custom defined variables - Supports automated webservice (SOAP/XML) for applications such as real-time web account creation. 	Generally not deployed	Critical for real-time solutions	Generally not deployed
<p>System Administration</p> <ul style="list-style-type: none"> - Modify the parameters for the entire system including all components described above 	Critical for the overall system configuration & management	Critical for the overall system configuration & management	Critical for the overall system configuration & management.
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