

QuadData Solutions: Going Beyond the Data

As a marketer, your data means everything! It's your individual customer, your special offer, your unique message...your marketing plan. It's your customers' delivery address, their response and your next campaign. So how can you take the most important element of your business and use it to your best advantage? QuadData Solutions.

Consultation

QuadData Solutions (QDS), Quad/Graphics' in-house service bureau, does more than just data processing. We understand the dynamics of what the list will do and the impact it will have on marketing, manufacturing, production, postage and delivery.

QDS representatives are an integral part of Quad/Graphics' comprehensive Quad/Direct Marketing group that looks at your job from a whole new perspective. This group is a valuable resource available to assist you in understanding the intricacies of list processing, data-driven solutions, personalization, direct mail, finishing, mailing and delivery. We simplify the technical aspects of post-press so you can focus on positioning your product for success. Let us provide the technical knowledge you need to make your marketing, mailing and cost-reduction goals a reality.

Partnership

At QuadData Solutions your need is our focus. We partner with you to develop unique solutions that combine that need with our technical capabilities. Our business was built on responding to inquiries like your own.

Responsiveness

Because we are an integral part of Quad/Graphics' post-press network, we have a unique vantage point. Up-front we look for complexities that affect your job downstream. And because the data is always accessible, we can respond to changes quickly, eliminating costly downtime. Our staff is available to you 24 hours a day, 7 days a week.

Smart Communication

Communication is the key to success. QuadData Solutions contributes to that success through Quad/Graphics' electronic communication system: Smarttools.

Smarttools allow us to share information online and in real time to convey job specifications, client preferences, account status, schedules and production tasks effectively from our desktop. Your needs, concerns and changes are heard in any phase of the production process.

Reduced Cycle Time

By residing in-house and being close to the process, our post-press network can effectively promote change. Our insight into mailing and marketing, coupled with complete control of our process, enables us to develop tools and enhance product lines to expedite turnaround and save you valuable time. QDS streamlines each client's supply chain by reducing the number of vendors/contacts

Seamless Integration

As the initiator of the post-press process, QuadData Solutions understands how the integrity of your data impacts the end result. Compliance of data throughout the entire production process is essential. In addition, our process is tailored to each of the subsequent area's needs, so each area gets the proper information it requires. A smooth flow of information from process to process leads to on-time delivery. Our integration also enables us to capitalize on process efficiencies. With the ever increasing complexity of marketing strategies, we are able to do more for you in the same amount of time.

QuadData Solutions processes for each of our plants from one central location. This, coupled with redundant technology and equipment throughout all Quad/Graphics facilities, delivers consistent product, time and time again.

Diversity

Software

QDS software systems are designed for flexibility. We accept a wide variety of file formats and diverse forms of media ranging from conventional to electronic.

Systems

Our systems are developed for performance. Each process within the network is distributed for maximum processing efficiency and uptime. Processes can be redirected through the network when additional system resources are needed.

People

QuadData Solutions maintains a committed development group focused on providing the latest tools needed to meet your changing demands as well as changes in industry regulations.

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Quality

QuadData Solutions has developed a technical support structure aimed at enhancing the quality of our services.

- Our secure media and processing environment provides the confidentiality your campaign deserves.
- An automated system of checks and balances ensures the validity of the data throughout the process.
- Our cohesive communication system assures thorough instructions are delivered for each phase of list processing.

Integration into the Process Innovation

Just like our parent company Quad/Graphics, QuadData Solutions thrives on change. We are always open to pioneer new ideas to keep you ahead of your competition. The sheer capacity of our post-press network and vast array of capabilities can support your complex needs.

As an industry leader, we have been instrumental in originating concepts in mailing that have changed the industry. For example, QDS' partnership with the United States Postal Service was instrumental in the development of Mail.dat.

We support our clients through organizations such as the Direct Marketing Association, and serve as a voice for our clients through IDEAlliance. Our involvement and working relationship with industry organizations enable us to prepare for what the future will hold.

Consider becoming our partner and shaping the future together!