

The QuadData Solutions Team *Providing expertise on all fronts*

Our team of more than 85 marketing, customer service, data management and technology specialists work in an environment that encourages cross-functional teamwork, idea sharing and constant quality control. Plus, we have access to hundreds of other specialists and technology resources through our parent company Quad/Graphics. The result? Your needs are met quickly and accurately and with an unwavering focus on your marketing goals.

Methodology and infrastructure

Our methodology is simple: provide the highest quality services through teamwork, pride, seamless integration of all areas of expertise and highly automated quality-control processes. With nearly two decades in the data trenches, we've built a team structure and culture that yields more efficient workflows, reduced turnaround times and flexible, responsive service.

To your benefit, our team:

- Works in cross-functional groups, combining specialized expertise, providing feedback and ensuring quality control.
- Is housed together to allow for quick customer response with no "handoff issues."
- Is equipped with **parallel subject matter expertise** to allow for backup on all projects.
- Excels in quick-turn project management to ensure continual and manageable progress.
- **Leverages "heads-up" programming** by working in developer groups providing feedback, combined expertise and quality control for each other on all projects.
- **Is dedicated to understanding your customers** by applying database analysis expertise using robust and flexible database tools.
- **Is fully integrated with print and program deployment.**
- **Implements quality control methodologies** at all times, across all levels.
- **Excels in creating USPS efficiencies** with full-time employees dedicated to understanding the changing postal landscape and USPS issues.
- Continually runs over 3,200 automated tests to ensure that the systems and programs are bug-free and no conflicts have been created.
- **Provides ongoing and measurable project management** by employing our two-week iteration process on all projects.
- **Employs "lean" programming** with automated processes, quality control and the experience of a highly motivated team resulting in quick, accurate and high-quality output.



Consider QuadData Solutions as a seamless extension of your existing marketing department. Based on your resources and goals, we work with you to determine where we can help augment your marketing power.

We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.