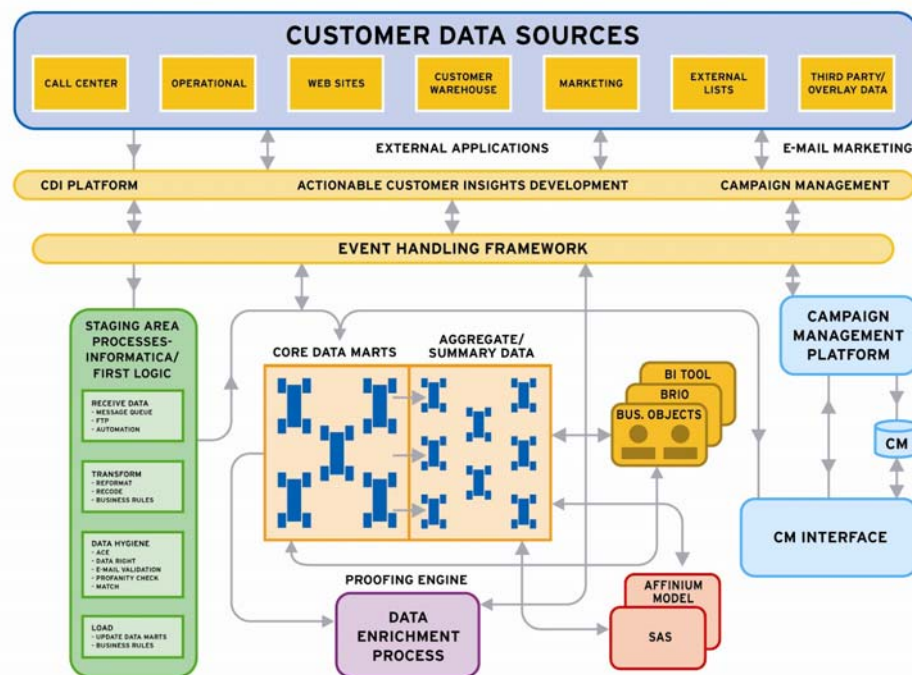


Analysis-Enabled Technology

Targetbase technology is dedicated to the creation of customer knowledge and marketing action. No wonder we call it "business intelligence."

Targetbase is known for our emphasis on using data to derive marketing insights and actions. So it is not surprising that our technology is divided into component pieces designed to perform the processes necessary to create and act on customer insight. The core competency of our organization is resident within the integrated areas of our technology, and manifests itself as the glue between the primary system components of Customer Data Integration (CDI), Business Intelligence (BI) and Campaign Management (CM). We have succeeded in the creation of a unified BI platform where the sum is greater than the component technology parts—an issue that plagues many disjointed solutions in today's marketplace.



Our technology service offerings are modular by design in order to provide the utmost in solution flexibility for our clients. For instance, if a client has a data warehouse in place, we can down-scale our solution and attach our BI and CM services to it in order to meet their requirements. Additionally, our technology solutions are deployable as in-sourced, co-sourced or out-sourced applications supporting the diverse needs of today's complex Marketing and Business Intelligence marketplace requirements.

Targetbase adheres to the tenet of data integrity as a critical factor in generating viable customer insight for subsequent action. The approach we take for staging data into star schema data marts employs the use of a best in class ETL tool, Informatica, to support a variety of tasks required for data preparation and management. Our CDI platform provides a wide range of services associated with retrieving, transforming, cleaning and loading customer data. Additionally, Informatica allows for the use of Firstlogic's Information Quality Suite of tools designed to manage address standardization, customer matching and data consolidation processes. Documentation of business rules for transformations and update processes are stored in the meta data facilities provided by Informatica.

Actionable customer insights development

In our 25+ years as a marketing services provider, Targetbase has worked with numerous Fortune 500 clients across many vertical industries. Our experience has provided us with valuable knowledge about the similarities and importantly, the differences in customer data across industries. This knowledge is encapsulated in our core customer data model that is designed to minimize the customization necessary for data management, access, insight creation and action.

Our core data marts provide the requisite warehouse facilities to support analytical processing using a variety of contemporary BI and data mining tools, as well as our proprietary analytics frameworks. We also create extensions of our data marts in the form of aggregate or summary tables which provides sub-second query speeds and flexible report creation for repetitive, complex requirements. The tools we use for insight development include Business Objects and Brio for query, drill-down and reporting, along with SAS, SPSS and Unica's Model 1 for statistical analyses. Access to data and reports are provided via web interfaces, and through dashboards created to deliver timely, relevant and actionable insight into the hands of decision makers.

The key analytic methods used by Targetbase reside in our Profiling Engine (PE) which represents a warehouse of statistical models, segmentation algorithms and predictive scoring frameworks created on behalf of clients across a diverse assortment of businesses with varying customer needs. The PE includes services for accepting and using external data for the purpose of augmenting the existing customer information resident in core data marts, and required for modeling purposes. It has the ability to create and store additional data fields derived during the modeling process, and make such data available to subsequent applications like Campaign Management.

Importantly, the Profiling Engine is also responsible for the physical action of scoring customers, and writing scores or segments to the data marts. It provides this facility in batch or near real-time when deemed necessary for more immediate action based on business rules, and triggered as a result of changes detected in an update process. The PE can be considered the brains of the Targetbase Business



Intelligence Platform, and represents an area where Targetbase has brought about the convergence of Technology and Analytics for the benefit of our clients.

If the PE is the brains, then the Message Queue and Event Handling Framework can be thought of as the central nervous system of our BI platform. Using J2EE standards, we have architected an intelligent messaging infrastructure for communication of action associated with external applications (i.e., Campaign Management and e-mail marketing services) and internal platform components such as customer scoring or segmentation. These event triggers are “fired” based on insight developed through the employment of our analytics competency, and represent business rules for effective customer communication and interaction. Events managed through these facilities can take the form of large, scheduled batch processes or small, more frequent updates allowing for integration with real-time systems and requirements.

Campaign Management

Taking action on the insight generated through our analytic frameworks is the primary purpose of the Targetbase Business Intelligence Platform. The open architecture of our system allows for ease of integration with third party campaign management tools such as Unica’s Affinium Suite for multiple channel marketing capabilities. However, our platform will also allow for the integration of other Campaign Management software in situations where such a tool is already in use in a client enterprise that has otherwise engaged Targetbase. Campaign Management tools attach to the star schema data marts where facilities exist for storage of marketing event and response data. Full functionality for marketing communications is supported in our environment:

- Campaign planning
- Leverage of analytics, including segmentation and scoring for audience selection and campaign business rules
- Full campaign execution functionality including customer suppression and channel permissions
- Creation and tracking of test and control cells
- Multi-channel support
- Integration with third party e-mail marketing engines
- Campaign response tracking/reporting/measurement

Regardless of where an enterprise is relative to the BI lifecycle, Targetbase is well positioned to provide effective customer marketing solutions through our analysis-enabled technology platform. Closing the loop of capturing and managing customer data for insight development that can be used for effective customer interaction is the purpose of our technology and the passion that Targetbase brings to all of our client engagements.

