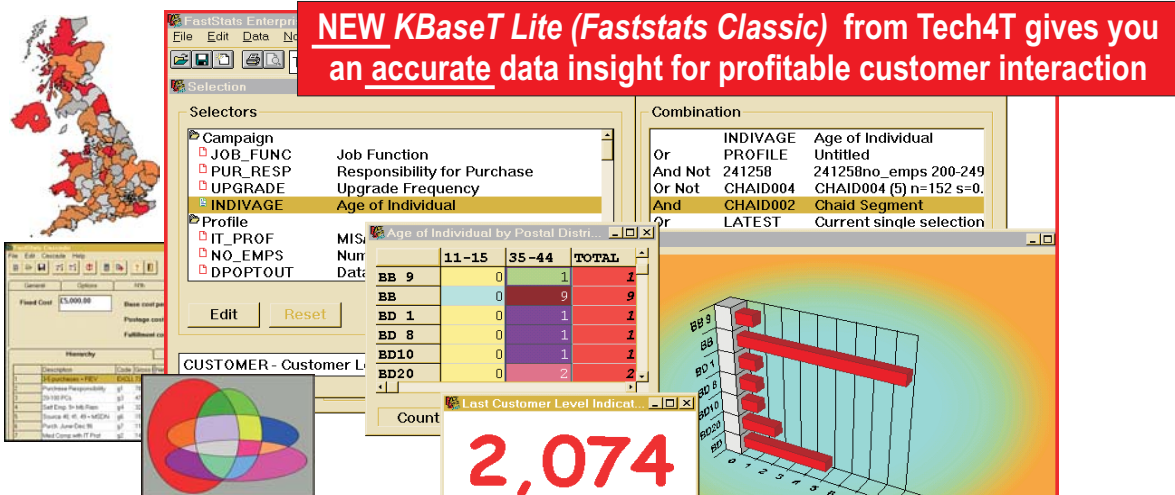


Gain complete customer understanding & improve your targeting with our cost effective & powerful 'KbaseT Lite' (FastStats Classic + SPSS) solution...

How can you effectively use ALL available data to maximise your sales and profit?

Technologies4Targeting provide all the necessary I.T., marketing and statistical analysis skills needed to develop, implement and optionally maintain or host (with Internet or Intranet access) an 'intelligent' *FastStats Classic* marketing database. A customer management support system that will make a tangible difference to your business!

In fact we've been doing it for years and our proven solutions can be provided very quickly - proof of concept to completion can take just a few weeks - even if your I.T. department is heavily involved with other projects! Additionally, our innovative solutions can include statistically derived 'business intelligence', R.F.M. indicators and full-circle predictive modelling to significantly improve your targeting!



NEW KBaseT Lite (Faststats Classic) from Tech4T gives you an accurate data insight for profitable customer interaction

	11-15	35-44	TOTAL
BB 9	0	1	1
BB	0	9	9
BD 1	0	1	1
BD 8	0	1	1
BD10	0	1	1
BD20	0	2	2
Count			2,074

Many new features including advanced scripting to automate analytical and selection processes, plus full circle response/predictive modelling with AnswerTree

Building and maintaining the correct relationship with your customers is what successful database marketing is about. Yet often, making timely and relevant communications is difficult as customer/transaction volumes are too high or too complex to access quickly and analyse effectively, with data spread across multiple locations.

However, what if you had an 'intelligent' marketing and analytical database at your disposal? **One that contains ALL your data together with business measures and indicators to suggest the next course of marketing or sales action!** A flexible PC system that provides ultra-fast counts, even on a huge database. A tool kit that helps you identify and react to changing customer behaviour patterns! **Database technology that charts customer profiles, allows you to make and control complex selections with ease, even graphically from a map, and lets you undertake creative split-cell testing and multi-cell de-duplication!**

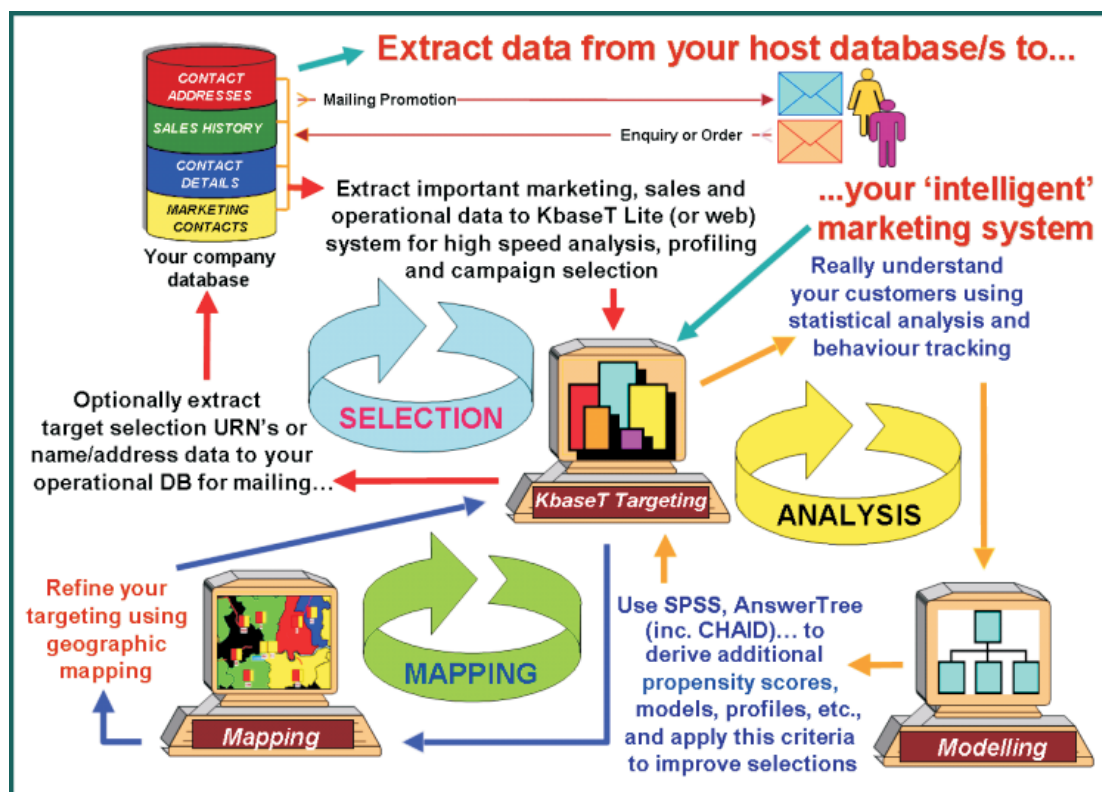
Tech4T provide this & more... Our unique entry-level **KbaseT Lite** getting started bundle comprises:

FastStats Classic + SPSS (for data analysis) + AnswerTree (for response modelling) + Tailored Training

Optional add-on software can include **Cascade and Tactician**. We also provide software/services for data improvement, data mining, market research, system development, data processing and hosting.

- ▶ **FastStats Classic** - specialist software with the flexibility, speed, ease of use to deliver marketing intelligence
- ▶ **Tech4T** - a major distributor of **FastStats**. For over 12 years we have worked closely with the authors, driving much of the statistical development and building some of the most extensive marketing database systems
- ▶ **SPSS** - probably the best and easiest to use analytical and data preparation software. AnswerTree/CHAID is perfect for response modelling.
- ▶ **Technologies4targeting give you freedom** - no restrictions on data access, analysis or reliance on I.T - upgrade path to our on-line **KbaseT** solution

Improve targeting by undertaking ultra fast selections and counts based on statistical segment scores. Instantly target segments more likely to respond to your offer!



To ensure *KbaseT Lite* (powered by *FastStats Classic*) solutions are correctly implemented, Technologies4Targeting's investment in I.T. and human resources is substantial. Dedicated staff coupled with extremely powerful computer systems enable us to provide a unique level of consultancy, 'data storming' workshops and inspirational solutions. Plus:

- ▶ **Software** - As well as supplying *FastStats* and *Cascade* (for multi-cell campaign control), Technologies4Targeting provide software, tailored training (using your own data) and 'one-stop support' across data audit, conversion, improvement and enhancement, market research, forecasting, statistical analysis, mapping and information delivery. Should your needs extend beyond *FastStats Lite* then we provide an upgrade route to our *KbaseT 24/7* (powered by *Faststats.NET*). This gives web access to huge data volumes and can enable tracking of customer behaviour and dynamics as well as adding profiling and propensity scoring.
- ▶ **Training** - we provide a choice of 'solutions orientated' *KbaseT* and associated courses, tailored to meet your exact needs and using your own data. We also offer *FastTrac* training workshops, starting from your raw data, through de-duplication, improvement to analysis, segmentation and building a pilot *FastStats Classic* system
- ▶ **Solution Development** - We understand the age-old problem of rubbish-in rubbish-out which we counteract when we build your *KbaseT Lite* system. And you don't just get a 2D snapshot of transactional files. You'll have a 4D view of ALL business data, expertly integrated transformed to give you a dynamic picture of your customers and your data!
- ▶ **Analytical Services** - to enhance your marketing database and extract intelligence from your data inc. *Pattern detection, Lifetime Value Analysis (LVA), Profiling, Segmentation, RFM, Predictive Modelling, Churn, Forecasting...*
- ▶ **Bureau/Hosting Services** - to maintain *KbaseT* systems and manage your database. Also address correction, de-duplication, file merging, statistical enhancement, campaign management and processing for mailing output.

Call Tech4T on 01733 890790 to see *KbaseT Lite* in action, optionally with your own data.