



Overall Domain Concepts, LLC

Providing Technology Consulting and Software Education Solutions

ODC's

Data Steward-on-Demand

ODC's new Data Steward-on-Demand offering provides data grooming services designed to keep your firm's client relationship data clean, up-to-date and duplicate-free. Your firm's contact data is an invaluable asset to your firm and ODC's Data Steward-on-Demand service will help you establish a cost-effective, data management process to protect and enhance that value.

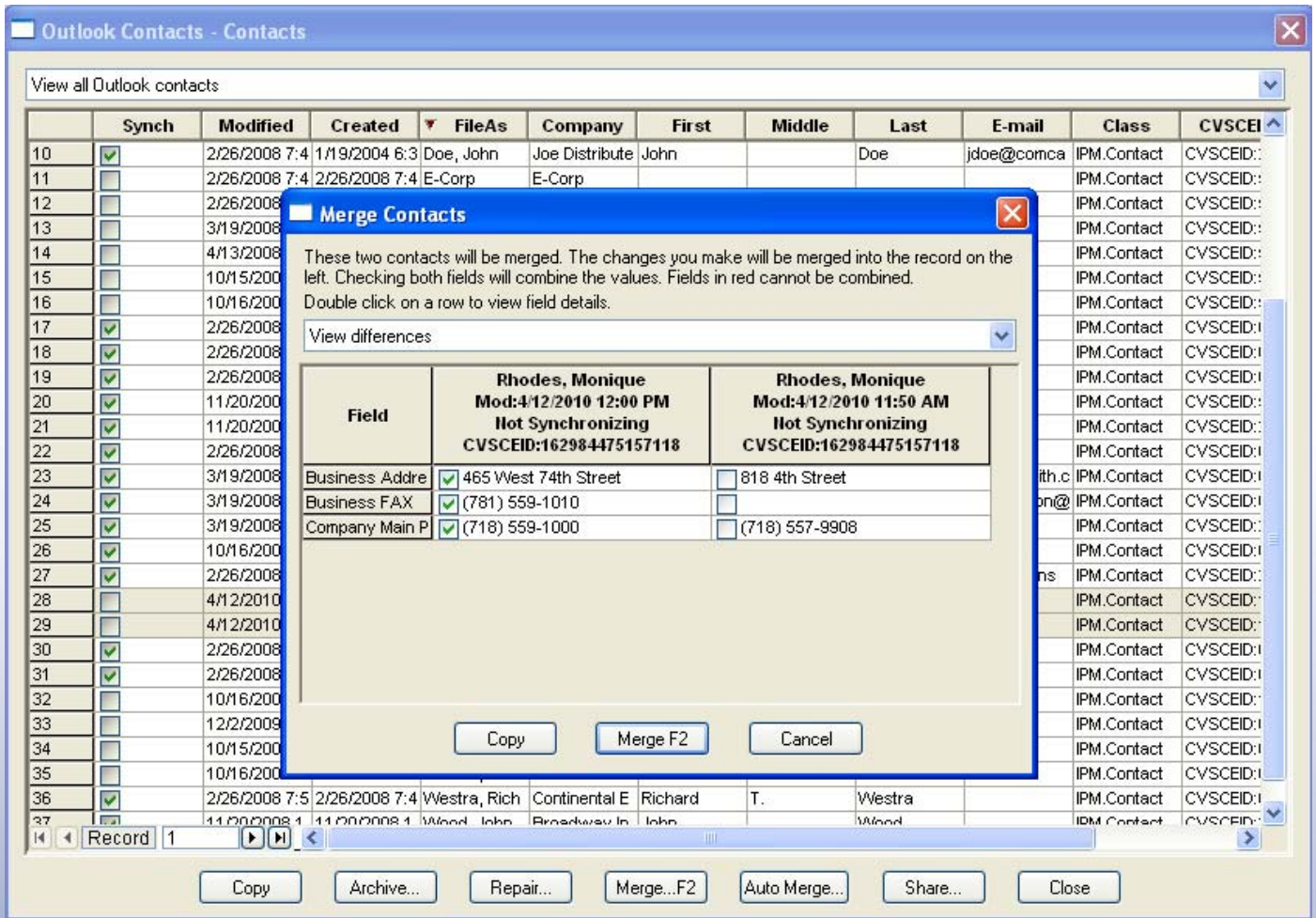
The entire value of your firm's CRM system is predicated on having clean, duplicate-free, reliable data!

Key components of the service include:

- Initial Data Quality Assessment**
- Documented CRM Data Quality Management Plan**
- Adherence to Your Firm's Contact Style Sheets and Best Practices**
- Ongoing CRM Data Quality Reporting**
- Data Cleaned Remotely**
- Regularly-Scheduled, Status Meetings with ODC CRM Consultants**
- Event-Based or Yearly Subscription Pricing**

The Benefits of Clean CRM Data

- **Increase levels of user confidence with your CRM data**
- **Clean data in the Outlook Contacts folders of your users**
- **Rapidly and accurately communicate targeted information to your clients**
- **Minimize costly undeliverable mail and email from marketing campaigns**
- **Avoid sending sensitive mail and email to the wrong recipient**
- **Reduce the time and effort spent on initial data cleaning for new CRM systems**
- **Accelerate the rollout and acceptance of CRM implementations**



ContactEase™ screenshot courtesy of Cole Valley Software.

The job of keeping your client relationship management data clean and up-to-date can be a daunting task if you don't have the time or resources to dedicate to the process. Our Data Steward-on-Demand service gives you data grooming assistance just when you need it.

“Client relationship data is one of the most important tools in professional services marketing. Managing that data is challenging, especially without a dedicated Data Steward. ODC’s Data Steward-on-Demand service is a simple, cost-effective solution to database woes. Their attention to detail and customer service is superb.”

Jennifer Irvine
Director of Marketing and Business Development
Sherin and Lodgen LLP

For more information:

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