

## More Than Just Professional List Management



Australia's most advanced PC-based software for data cleansing and list management is now the easiest way to turn your accounting and order entry systems into a powerful Customer Relationship Management system.

With its ability to read data directly from other applications and then analyse, report, segment and prepare that data, LISTman will turn your passive business systems into an active marketing solution.

This software's superior data cleansing technology, advanced deduping (merge/purge), postal sorting, manifesting and test marketing features will save you money. Furthermore, LISTman's data enhancement, segmentation, analysis tools and sophisticated macro and scheduling facilities will identify and automate new marketing and profit opportunities.

Call 1800 334 060 now for an obligation free demonstration and discussion of your specific requirements.



LISTman incorporating Pacific Micromarketing's Kaleidoscope (developed by DMS) has been approved by Australia Post in accordance with the current AMAS cycle.



LISTman is used by some of the world's leading mailers and data processing bureaus; it is the most powerful list and database management tool available today. In one simple to use package it incorporates almost every list and data manipulation tool you are ever likely to need. Each of these tools rate amongst the industries best but LISTman's real power is most evident when these features are tied together by inbuilt macroing and scheduling facilities.

One of the keys to LISTman's power is its ability to read and understand name and address information. This 'parsing' technology has been developed by DMS over the last decade. It allows LISTman to understand and work with the "dirtiest" of data from almost any source. This allows the manipulation of data that used to be considered not 'machine readable' - an essential step in developing a CRM process.

Direct Marketing Software is an Australian owned company with over twenty years experience in software development. We are proud to present **LISTman ...**

[www.dmsw.com.au](http://www.dmsw.com.au)

Address Validaton | Mail Barcoding & Sorting | List Management | Database Marketing | CRM | Rapid Data Entry

No other product on the market offers the level of sophistication in deduping (merge/purge) that LISTman does. Whether looking for duplicate records in a single list or comparing one list against others, LISTman's powerful matching algorithms combined with user definable matching methods offer the highest degree of flexibility. One example of LISTman's ability to treat data in an intelligent manner is its ability to understand nicknames and anglicised names. For example, LISTman knows that Michael, Mike, Mick, Miguel and Michelle can be different forms of the same name. Another example is the comparison of street number ranges. For instance LISTman knows that 16 Station Road matches 12 – 20 Station Road, 15 Station Road however is not a match because this address is on the other side of the road. If the street were a 'Close' then LISTman would treat both as matches since the numbering in Closes runs sequentially.

LISTman also understands the need for a high degree of flexibility in defining which records are duplicates, for example, mail to one per person, one per family or one per address. Variations on how 'tight' or 'loose' your matching is can be defined along with other criteria so that you have complete control over the deduping process.

LISTman's data consolidation features allow you to take data from one source and then append and summarise it against another. This allows for matching lists against telephone book data to append missing numbers or match sales data against customer data to produce RFM and P&L statistics. Of course LISTman's segmentation facilities will identify your best and worst customers, customers who have purchased product X but not product Y, customers who have not ordered recently, the possibilities are endless. LISTman incorporates the Kaleidoscope AMAS approved application to add barcoding, presorting and manifesting. LISTman also includes all the tools you need to take advantage of the best postage discounts available.

LISTman includes hundreds of functions covering almost every form of data manipulation that is needed. Some of these include; address validation, list data and structure modification, list sampling, merging of lists, data profiling, process reporting, crosstab analysis, correct casing and more....

LISTman's macroing and scheduling facilities tie all of these processes together to produce processing sequences that can be executed automatically. Imagine the power of having LISTman automatically perform selections against your accounting and order entry systems. Imagine, if every morning you walked into the office to find that LISTman has already worked out where opportunities for cross-selling are, which customers are outside their normal buying patterns and identified which accounts are not currently profitable. Imagine also if LISTman had already cleansed, deduped, barcoded and pre-sorted that data so that all you had to do was load the printer with paper and let LISTman automatically produce personalised letters for you.

For more information call now on 1800 334 060 and speak with our specialist data consultants.



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**Rapid Transaction Processing**  
**Campaign Management**  
**Rich & Flexible Reporting**

**Tailored Reports & Modules**  
**Customer Giving Patterns**  
**Segmentation & Targeting**