

# Direct Marketing Software

## MAILman Enterprise

Reporting



Customer Management



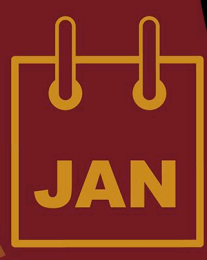
Transaction Histories



Telemarketing



Event Management



Correspondence Tracking



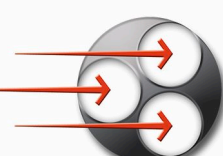
Issue Management



Order Entry & Fulfilment



**Sophisticated Marketing Systems**  
**Powerful Reporting Capabilities**  
**Fully Customisable Software**



**direct**  
MARKETING SOFTWARE

**MAILman**  
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Sampleton QLD 5555

# Welcome



Good marketers understand the value of building long term relationships with their customers. They know that loyalty cannot be bought with points programs but must be earned through a long term commitment to quality, service, and regular personal communications.

Marketing involves building relationships. It involves regular, personal communication, and satisfying each customer. It involves meeting the needs of your customers, whether they be a pensioner, or a major corporate contributor.

Building and maintaining these relationships is not easy. You are under pressure to meet increasing targets while, at the same time, to cut costs. Competition is growing, and technology and the sheer weight of numbers is making any personal interaction rare.

DMS's goal is to develop tools. Tools that make running a campaign, for example, easier, faster, and more efficient. Tools that help you to deliver a personal message to each of your contributors. Tools that cover all operational aspects of your organisation, and let you get back to learning, planning and communicating.

It is through strong communication and understanding that relationships are built. At DMS, this philosophy is actively practiced and can be seen in the relationships we build with our own customers. This in turn influences every aspect of the design of our products. Our goal is to make our customer's lives easier, thus allowing them to focus on their ultimate objectives: finding new customers, building relationships, and retaining contributors for life.

**Mike French**

CEO

Direct Marketing Software

## About Us

DMS has over twenty years of experience in the direct marketing industry. Our skilled research and development staff use the latest development tools and techniques, and our products are driven by feedback from our customers. These factors are vital when producing an effective data system however, we believe that what sets MAILman apart, is our focus on our customers and their contributors.



When a customer purchases a DMS product, we see this exchange not just as a purchase, but as a **new partnership**. We want to work together with our customers to get the most out of the tools employed, so that we can cater to their needs and they can enhance their business. Every organisation has its own unique needs. MAILman is able to address these needs by way of its broad functionality, ease of use, technical capabilities, and ease of customisation. **Whether you need all of the capabilities of MAILman or just a few, or whether your processes are fairly standard or more demanding, MAILman will meet your needs.**



Every individual in your organisation will have their own wish list for their ideal data system. At DMS, we have committed ourselves to delivering on as many of these wishes as possible.

So, whether you are a manager wanting better analysis and campaign tools, a data entry operator wanting faster, more efficient ways of keying transactions, a financial controller looking for greater return on investment, or a customer service operator wanting to answer customer questions, **MAILman has you covered.**

# Our Design Principles

## ***Understanding Fundraising***

DMS has been developing solutions within the commercial sector for over 20 years, and have worked closely with some of Australia's largest and most successful fundraising organisations. We begin by developing strategies and goals with you, so that we can develop the best possible solution for you.

## ***It's all about relationships***

DMS understands the value of customer relationships. So, whether you're improving your customer service operator skills, personalising your customer communications, or understanding and targeting your audience, you will find our products to be effective in meeting your needs.



## ***Making your job easier***

Our staff are constantly examining the processes involved in running an organisation by breaking down and examining each process to see if we can increase efficiency or automation.

To this end we focus on the integration of both our products and your database business procedures, thereby making your job a lot easier, and creating more time for you to spend on the things that matter.



## ***Decreasing Costs***

Whether it's the cost of keying an order, mailing a receipt, maintaining a database or producing a report, costs are something we are always sensitive to. That is why we have developed this revolutionary barcoding integration system to ensure that you pay the lowest possible rate on sent mail and even on the barcoding process itself.

## ***Increasing Revenue***

Because you'll have more time on your hands, you'll be able to develop better campaigns. Because you'll have the information you need, you can better target your intended audience. And because your staff will have the tools and information that they need, they'll be more effective and more productive.

# Customer Management

**Efficient customer management is essential** in building and maintaining customer relationships. The sophisticated MAILman Customer Relationship Maintenance provides the support to effectively manage all of these relationships.

- The single enquiry screen provides access to every donor detail stored in your database and gives a complete overview of an individual or company
- The summary statistics display screen gives an instant, comprehensive overview of all donor information
- The user definable flagging system allows the user to mark and segment each individual contact in a variety of ways
- The relationship facility allows the user to monitor relationships between clients and other companies
- Corporate contact details such as addresses and phone numbers automatically transfer through to staff member records
- Built in address validation corrects and validates addresses as they are entered
- User definable customer types with start and end dates allow the user to record multiple customer characteristics to monitor relationships with customers.
- MAILman's security system ensures that only authorised operators can access MAILman functions



## Transaction Histories

The MAILman system makes the task of managing all kinds of transaction types quicker and simpler than it has ever been.

- MAILman includes highly customisable fulfillment processes that can be tailored to suit your particular business requirements
- MAILman integrates with Word to allow you to develop and manage hundreds of highly customisable fulfillment devices
- MAILman helps you track where your orders are coming from by assigning a source code to every order entered into the MAILman system
- MAILman's reporting facilities and accompanying campaign management tools use these source codes to help determine the effectiveness of each marketing activity

# Correspondence Tracking

In any organisation it is imperative that thorough records of all interactions between clients, sponsors, and other companies are maintained. MAILman incorporates all the necessary facilities to track and record all interactions.

- MAILman allows the user to attach spreadsheets, presentations, multimedia content and other documents to customer records to simplify work with major sponsors
- MAILman has entity level security functions that limit who can see and/or modify each entry
- Users can attach outbound and inbound documents to the database



## Order Entry and Fulfillment

MAILman's complete order entry and fulfillment system can be included as an optional feature for those organisations with more complex order entry and fulfillment requirements.

- MAILman's order entry and fulfillment incorporates stock level control, invoice and picking slip production, cross-selling capabilities, discount control, and supports multiple pricing levels
- The order entry facility allows the user to enter multiple orders on the same screen within the same transaction
- MAILman's sophisticated fulfillment processes includes sales tax and GST, and ensures that separate invoices, ticket receipts, and donation receipts are produced

## Memberships

By providing you with all the necessary tools, MAILman makes managing memberships **easy**.

- Produce renewal notices, newsletters, mailing labels, membership lists and membership cards
- Create various classes of membership, different durations, and pricing structures for memberships and renewals

# Issue Management

Managing the quality of product development, production, and customer services is an essential part of running a business. As the number of your products and customers increases, it becomes even more important to have a solid issue management system in place.

- MAILman has an extensive range of management reports and tools that allow the user to manage workloads, prioritise issues, and implement and enforce customer service goals



## Subscription Marketing

MAILman incorporates all of the capabilities needed to manage the many different sales models your organisation may use for various subscription marketing.

- MAILman includes tools with almost unlimited options for pricing, subscription and rental periods, renewal processes and campaign management
- MAILman has all the tools to generate lists of customers for updates, renewal notices, to handle product registrations and to roll over expired subscribers

# Event Management

No matter what your requirements, MAILman can provide you with all the necessary tools that will take the hard work out of managing your event.

- Track all types of responses and manage follow up campaigns
- Generate reminder notices, name badges, attendance lists, graduation certificates and thank you letters with just a few mouse clicks
- Manage multiple venues and rent exhibition space
- Track student attendance records and subject scores for educational events
- Assign tutors and resources to different groups of attendees
- MAILman includes all the tools to manage contributors to your event, such as sponsors, speakers, and volunteers
- Manage budgets with MAILman's income and expenditure tracking for both fixed and per person items
- Options that aren't needed can be switched on and off on an event-by event basis
- MAILman will adjust to whatever type of event you are running, and the entire process works seamlessly with MAILman's campaign management, donor management, and other systems



# Telemarketing

To support our customers in their telemarketing efforts, MAILman has a **specialised telemarketing interface** that integrates with the campaign development and measurement facilities elsewhere in MAILman and CAMPAIGNman, and supports a variety of different product sales processes.

- Generate telemarketing lists from within MAILman or via CAMPAIGNman or other processes, and distribute them amongst groups of operators
- MAILman automatically handles the distribution of calls to different operators, and ensures that two operators cannot open the same contact at the same time
- MAILman ensures that a contact cannot be phoned more than once accidentally
- The operator has access to all the information they require as soon as they begin the call
- MAILman can automatically dial the phone number for the operator, and can update the status of the call to successful if an order is received
- MAILman supports processes such as call back later, and can establish automatic reminders for operators in those cases

- MAILman's telemarketing system is able to record how successful a telemarketer is, and can compare the results across all operators



## Reporting

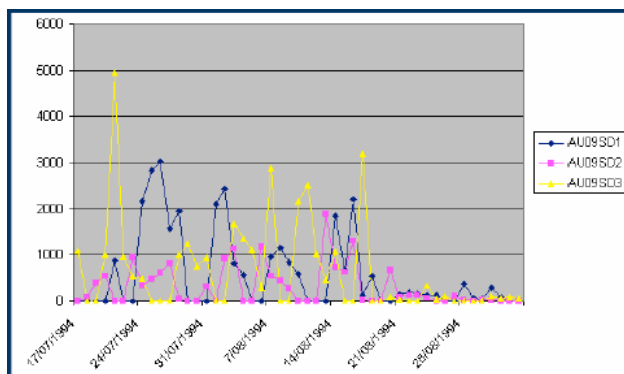
MAILman's reporting system can use reports written with the Crystal reports and Report Manager reporting systems, as well as common applications such as Word, Excel and Access. MAILman seamlessly incorporates this engine to make the production of reports a point-and-click exercise.

MAILman includes dozens of reports covering a variety of areas. These include production control, accounting, security, order entry and stock management

DMS can develop custom reports for you, or you can develop your own reports using the Crystal Reports Developer Edition, the Open Source Report Manager Application, Microsoft Word, Excel or Access.

# Knowledge Brings Understanding

One of the most exciting developments in MAILman in recent years has been the development of new information analysis facilities.



MAILman's information analysis facilities utilise data warehousing techniques to simply and efficiently provide almost instant information about your donors, fundraising campaigns, and virtually any other aspect of your organisation

## List Management

DMS's LISTman and POSTman Professional products can raise MAILman's capabilities to the next level.

- Both POSTman Professional and LISTman incorporate tools for deduping segmenting, sorting, sampling, list profiling and case corrections
- Both products incorporate the Kaleidoscope AMAS compliant software, which allows you to append Australia Post compliant barcodes to your mail to receive Australia Post discounts
- Both products can also access and manipulate data from a variety of formats
- POSTman Professional is designed for small enterprises
- LISTman is designed for larger corporations that demand the extra data cleansing and sophisticated tools included
- LISTman offers features such as name and address cleansing and parsing, the most sophisticated deduping capabilities available, data appending and consolidation tools, task scheduling and postal pre-sorting and manifesting

# Campaign Management

MAILman itself includes all of the basic tools you need to create and conduct simple direct marketing campaigns. If your requirements exceed MAILman's built-in capabilities, DMS offers an accompanying product—**CAMPAIGNman**. **CAMPAIGNman is one of the most powerful campaign management tools on the market today.**

## Business Intelligence

- CAMPAIGNman includes **over 100 different analysis types** that enable you to analyse your organisation's performance from a variety of perspectives
- **Design your own analysis types if those provided do not cater for your organisation's specific requirements**
- All of the analysis results can be exported into Excel; CAMPAIGNman leverages off Excel to graphically highlight the key elements of your analysis



## Campaign Creation

CAMPAIGNman includes all the tools needed to create multi-part campaigns, including segmenting, merging, deduping, and personalisation features

## Results Analysis

- Even before your campaign is completed, CAMPAIGNman is able to show you how it is performing
- **Through its forecasting and comparison capabilities, you can instantly see whether your marketing objectives are being achieved, where adjustments need to be made, and what is working exceptionally well**
- CAMPAIGNman is the first affordable solution to allow marketers to bridge the gap between knowing what they want to do and being able to do it themselves without specialist IT assistance

## Service and Support

DMS is a local, 100 per cent Australian owned and operated business. This means that we provide not just the software, but training, support, regular software upgrades and enhancements, data conversion capabilities, even consulting services to you. Because we are a local company, not only are software issues corrected quickly and efficiently but suggestions and enhancement requests have a real chance of being fulfilled.

With some DMS products, such as MAILman, we can even implement customized versions for organisations that have very specific requirements. All of our support staff have direct access to our developers, so we can resolve issues quickly and make sure that your staff receives the best advice available. For many systems we have the capability to go on-site remotely by connecting to your computer system via the phone or the Internet. We are always just a phone call, fax or e-mail away.

## Conclusion

Nearly one thousand organisations around Australia now depend upon DMS products. These organisations include many leading commercial organisations and associations. If you would like to service your customers better and maximise the potential of your marketing campaigns, call Direct Marketing Software now and tell us what you need in a database system.





Contact Us Now



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