

Case Study – DCA - Nirvana

Client Industry – Not for Profit

As one of Australia's largest fundraising organizations, the key asset was their database of millions of records.

When a natural disaster or the need to help people in disadvantaged countries required their support, they were burdened by their existing database management system to identify and export key donors to target fundraising efforts.



Client Requirement

DCA was engaged in 1999 to deliver a database solution that was easy to use, provided access controls and enabled key marketing staff to profile, locate and select the right target audience for each specific fundraising program. Fundamental to the program was reducing the lead-time and delivering the right marketing message to each recipient.

DCA's Solution

DCA used its **Nirvana** technology with extensions and business processing consulting to deliver, in 2000, a system which included seven modules working in conjunction named: Query, Derivation, Segmentation, Split, Report, Output and Job Control.

Apart from the above modules, a very complex reporting system was built that contains 14 separate sessions. Users are able to select which sessions to print and input a date range for these sessions prior to individual job

Customer Benefits

Using a combination of the above modules to create and execute their own jobs and using the new system reduced the customer's lead-time from several weeks to less than three days.

DCA continue to support this client and their data requirements to this day.

Contact Details

For further details about **DCA's Nirvana software**, please contact:

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