



**Data Management, Data Strategy, and
Management Consulting**

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Partnering for Success

At Cyber-Meadows, our primary service is consulting. Our expertise in the “Direct to Consumer” space will give you more than just human resources. Our resources will share their experiences to help you improve your processes.



What we offer:

- Marketing Operations** Campaign Management Support, Process Improvement, Best Practices and Quality Control
- Direct Marketing** Program Management Support; Quality Process for Direct Contacts, Mail, Email, Outbound Call
- Analytics and Reporting** Data and Modeling Strategy, Model Development, SAS and R support; Full Business Intelligence Support; Dash-boarding
- Information Management** Data Warehouse Support; ETL Development; OLAP, OLTP Applications, Data Architecture, Application Development
- Additional Services** Secure remote data environment; Offsite facilities for contracted support; RFP Design and Support; After hours support



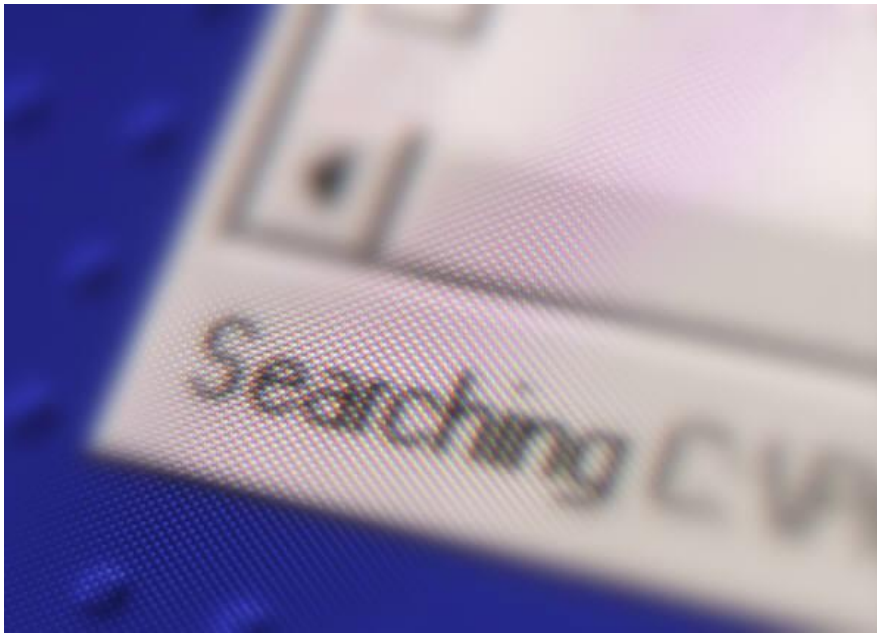
We Know Operations

The center of any marketing eco-system is data and the operations center. Whether you are a mature shop, or just starting out, Cyber-Meadows Consulting can help.

Marketing Operations

Cyber-Meadows Consulting has deep roots in Marketing Operations. Your marketing team can leverage our experience in Marketing Ops Strategy, Process, Quality Control, and the latest technologies. Whether you are using Unica, Aprimo, Neolane, etc., or you need to pull data directly from a database, you will get the expertise to get the information you need. We have experience creating millions of “direct to consumer” contacts over the years, so we know that a successful

campaign starts with the proper list. Taking “best practices” from our experiences, Cyber-Meadows will guide your process design. Your direct mail and email programs need processes that validate you are targeting the segments you intended. No matter what state your current Marketing Operations team is in, Cyber-Meadows will bring best practices from top “direct to consumer” marketers across many industries to your team.



Customers have never had access to more information about you or your competitors. Be relevant to your customers or you will be passed over. Make sure your offer is correct and interesting.

Direct Marketing is the most measurable form of marketing in your strategic arsenal.

Your program managers are the implementers of your marketing strategy. They should be focused on the goals, not the mechanics of the programs. Cyber-Meadows can manage the operational support such as; perform press checks on print, and creative validation for email. We can also run data validation on your emails and direct mail. You give us

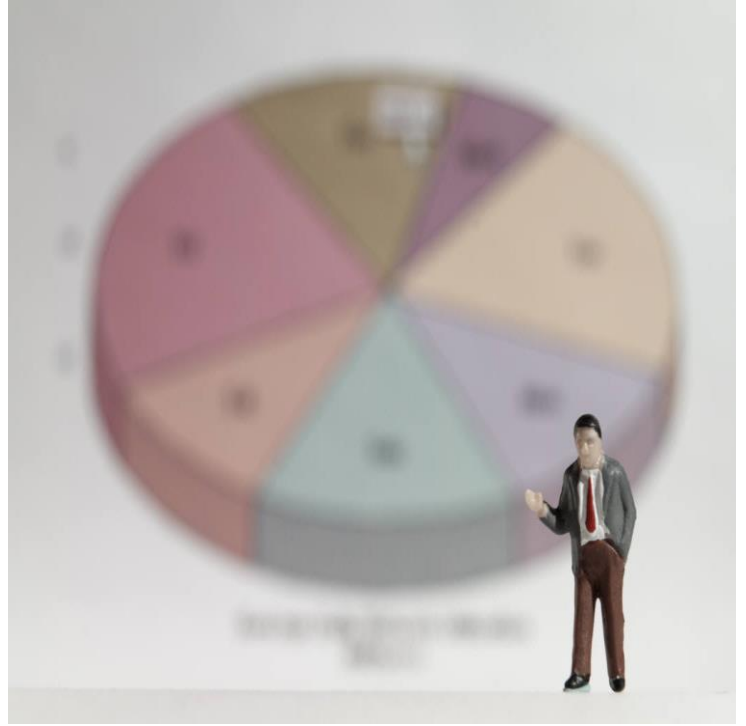
access to your data and we can audit your creative to ensure the targets are addressed correctly. If your programs are on behalf of a distributed sales force, we can validate that your sales information is correct as well. Our team will customize a quality checks based on your specific needs. Provide us with a data file and PDF or email samples

and we will validate that what is on the page is correct and in the correct format. Easy to understand reports will be provided for your records, as well as timely alerts of issues with details of exactly what has been discovered. This service can be applied to any outbound contact including direct mail, email or outbound call lists.



Cyber-Meadows can also help you staff up your team. We can provide experienced resources that work with you to understand your strategy and focus on your specific key performance indicators. Our goal is to help you succeed. Staff augmentation can be done both long

and short-term. Our company knows that teams need to click to work well. You will meet and interview each resource we select, to ensure a great fit. Background checks are also provided for any employee we staff.



Analytics and Reporting

Putting Science behind the Art

Headline – Cyber-Meadows accurately predicts the future. Of course that's not true, but we can provide expertise in developing strategic analytics that can predict response rates, open rates, and retention rates. Our firm has SAS and R developers that can help you get your models up and running. Our knowledgeable team will work with your data, and/or add additional external data to create profiles of consumers and customers to help target your marketing dollars. Once your models are in market,

Business Intelligence resources can be provided to help you see your results quickly and accurately. We can develop dashboards so you have a view of what has happened and what is happening. Our BI team has experience with Business Objects, Cognos, Oracle Business Intelligence, and we can create meaningful data visualization using Tableau or Pentaho.

Information Management

The core of all successful Direct to Consumer marketing programs is a reliable data source. Without a good data plan, and clear understanding between your IT team and the business team, your budget and your customer will suffer, at the minimum. Cyber-Meadows can help you develop a data strategy for the business. Our team will ensure that your data projects run smoothly and add value to your company. We start by understanding the objective and getting to know your culture. Our team will work with you to create a plan that will make it easy for your IT team to understand.

You won't need to wait for the entire project to be created, because we can design a program to give you actionable deliverables along the way.

Don't have an IT department, or your IT team needs some help? Cyber-Meadows consulting can help there, too. Our IT support boasts an impressive portfolio of skills and expertise. Keep in mind, this is not experience from a class or book, our group has done this work. If your project includes any of the following we have resources that can help.

- Application administration and development services – Java, .Net, ERP

(SAP/ORACLE), Cobol, SQL, C++

- Data Services – ETL, Data Migration, Data Conversion
- Test Services – Test Engineering, Test Automation
- Integration Services – Application Integration, Mainframe and J2EE, Platform Migration
- Performance Testing – Design for Performance, Load Testing
- IT Management Services – Project Management, Delivery Management

We critically evaluate each person for the project, and then you interview each one for the final say on who you work with. We can staff one contractor, or run your entire IT department.



**“All Watched Over by
Machines of Loving
Grace”**

I'd like to think (and the sooner the better!) of a cybernetic meadow where mammals and computers live together in mutually programming harmony like pure water touching clear sky.

Richard Brautigan

Additional Services

Getting More for Less

Data Protection and Security

Cyber-Meadows will provide a secure data environment for your information. Your data can be housed at our location with confidence. No competing business data will ever be stored on the same box. We have data storage in the cloud as well. We work with Amazon and Salesforce.com for our secure cloud data storage environments.

Contingent Workers

Having the flexibility to expand and contract with changes of your market is critical to maintaining a healthy bottom line. If you are tight on space at your location, you can house your contingent team at our facility located in Schaumburg, IL. There are conference rooms available for our teams to privately work on your projects. We have high-speed internet access, a secure FTP site, and phone and video conferencing capabilities to make our office an extension of your office. Everyone from Cyber-Meadows will have background checks and pass a drug screening before they start your project.

RFP Development

Growing means new processes and programs. Developing solid request for proposals (RFP) is important to the growth of your business. Ensuring that both sides clearly understand the requirements is critical. Cyber-Meadows can help with that as well. We have experienced team members that have developed complex requests. Our project managers can work with your team to ensure that what you are asking for is what is going to be delivered.

After Hours Support

If you are a company that spans the globe or the country, there will be a need for after-hours support. We can provide both on-shore and off-shore support to your business after hours. Our project managers will develop a team that will support your marketing efforts 24 hours a day. Why stop growing because the workday has ended? Cyber-Meadows can help you enjoy your life while your business grows.

