



Greetings!

Welcome to the new XMPie newsletter!
 In an effort to provide our users with more concise, relevant and valuable information, we have adjusted our editorial direction. In every quarterly issue, you will find a feature story discussing effective ways to enhance your business, a Tech Tip to keep your XMPie skills razor sharp, a customer success story showing ways other users are growing their operations with XMPie, a current software version sidebar to keep you updated on the latest product releases and an XMPie events listing letting you know where in the world you can find XMPie. We hope you find this newsletter informative and beneficial. As always, we welcome your thoughts and editorial suggestions. Just contact us at

marketing@xmpie.com

Tech Tip

Getting Web Ready
 If you are working with cross-media campaigns or getting ready to launch personalized Response URL (RURL) Web sites, this quick tip will help you get Web ready!

[Click here for full tip](#)

Customer Success Story

De Budelse Uses XMPie to Ensure Sweet Success for a Dutch Chocolate Maker
 De Budelse recently made gift-giving more personal with customized chocolate boxes produced for Dutch chocolate maker Verkade. The graphics services provider located in Budel, Netherlands used XMPie® PersonalEffect®, in conjunction with XMPie Application Programming Interfaces (APIs), to drive an e-commerce site for Verkade customers to select, customize, order and pay for an entirely unique chocolate gift. The results made sweet success for DeBudelse and Verkade.

[Click here for full article](#)

XMPie Events

- IPEX 2010**
Birmingham, UK
18-May-2010
- Xerox Premier Partner Event**
Manchester, UK
17-May-2010
- On Demand**
Philadelphia, PA
20-Apr-2010

[Full list of XMPie Events...](#)

Current Software

uDirect.....	4.6.3
Personal Effect.....	4.6.3
uProduce Marketing Console.....	1.5.1
uStore.....	3.7.1

To upgrade to the latest software version or renew your Maintenance and Support Agreement, please contact XMPie support at support@xmpie.com.

Expanding Your Services with Database Management

The success of any variable data or cross-media campaign hinges on one critical component—a clean and accurate database. Many service providers rely on clients to provide good, clean campaign data, however offering database management can be a great way to expand your services, generate additional revenue and become a valued partner to clients.

Whether you are getting started with database management or a seasoned veteran, we have compiled some quick tips to help you prevent data mishaps and ensure databases are campaign-ready.



1. Maintain A Clean Database

A clean database ensures accurate and relevant messages reach recipients. It also means fewer errors and returns on print and e-mail messages. When cleaning a database, avoid duplication of effort and do as much as possible at once. If you are cleaning addresses, make sure other data meets standards, as well.

Have a colleague familiar with the project double check the data. When reviewing similar information repeatedly, you can often overlook glaring mistakes.

Once the database is clean, develop a plan to ensure it doesn't lapse back into disrepair as data is altered or added. It will make campaign deployment faster and easier if the data has been regularly maintained.

When planning for ongoing data cleanliness, you can use PersonalEffect Cross-Media to write information back to the database. It has a built-in rules engine that not only reads databases and applies business rules, but it can also apply business rules or logic to data being written back into a database. This capability provides a way for a set of rules to be created that automatically ensures all new data meets existing rules.

2. Use Applications Designed for Data

Many organizations store data in applications that were not designed to be databases—such as Excel. To avoid data pitfalls such as zeros dropping off zip codes, use Access, SQL, Oracle or another database application. If you are provided an Excel spreadsheet, simply convert the file and deal with any potential issues during the conversion process.

Another option is to write business rules addressing issues, such as the zip code problem. Many organizations use both techniques in conjunction, so if something slips past the conversion process it can be caught by the business rule.

3. Limit Free-Form Text Fields

There are instances when free-form text fields seem necessary in a database. However, this manual process allows for errors or typos during data input, increasing the likelihood of inaccurate information in the final product.

To avoid free-form text fields, assign a numerical value to your common free-form information. For example, customer reward levels of bronze, silver and gold can be represented by 1, 2 and 3, respectively. Then, in the output business rules engine, a simple business rule could be written. Remember to apply similar business rules to applications that populate the database, as well.

4. Use the Web to Enhance the Database

A great way to build a robust repository of customer data is through the Web. Depending on whether you have mailing or e-mail addresses available, you can deploy a print or e-mail based campaign incorporating personalized URLs (PURLs).

PURLs can include information relevant to the campaign, but can also be used to collect new customer information to build a more comprehensive database. Using PURLs allow you to confirm or correct existing information, saving significant time and resources on internal data cleansing. In addition, PersonalEffect's integrated business rules engine for print, Web and e-mail communications, helps you maximize the reach of your next interactions with even more accurate and relevant information. It also allows you to create business and logic rules that define how the data goes back into the database.

As you know, data management is a critical task before, during and after every campaign. However, if you follow these guidelines, your client's campaigns will be more accurate, relevant and successful. And that means more business for you and your clients.

