

# Protocol Partners with Alterian to Leap Ahead in Customer Analytics

**Integrated direct marketing firm achieves agility and faster turnaround with the Alterian Marketing Services Platform**

CHICAGO, Ill. – Aug. 14 (SEND2PRESS NEWSWIRE) – Alterian, the leading global enterprise marketing platform provider, has been selected by Protocol Integrated Direct Marketing to provide analytics software. The Alterian Marketing Services Platform will power Protocol's B-to-B and B-to-C clients' ability to gain instant insight into their marketing data and use this to drive a coordinated marketing strategy across multiple online and offline channels, from a single set of applications and infrastructure.



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This will give Protocol's clients a competitive advantage by allowing them to optimize the customer experience and drive marketing programs based on analytics.

"We selected Alterian because their software platform is designed by marketers for marketers. We can share technology, reporting and charting, and make on the fly changes quickly," explains John Zell, Senior Vice President of Technology, Protocol. "We went directly to Alterian because their Engine has a level of maturity that has already been proven with their flagship

clients.”

**Integrating the Alterian Marketing Services Platform will allow Protocol clients to:**

- \* Query the database on the fly – accessing the data and powerful reporting capabilities without having to understand the underlying database connectivity and functionality.
- \* Streamline communications and documentation by making information available to all users.
- \* Easily perform more advanced data exploration, answering follow-up questions before they have to be asked.
- \* Translate data into compelling graphics that can be used to present information simply.
- \* Test inclusion and exclusion criteria and the impact to the data set while allowing the developers to continue coding and implementing projects that are larger in scope.

“Protocol is a clear leader in leveraging the full value of customer analytics for their clients. We are pleased that they selected Alterian to enhance the complete campaign management services they provide their roster of blue-chip accounts,” said David Eldridge, Chief Executive Officer, Alterian.

“Marketers must be able to react, change, and open up new opportunities rapidly,” adds John Zell. “As our clients continue to evolve the ways in which data is used to test and segment consumers, fast and easy access to the data will become critical in being able to make informed decisions on how to market with agility.”

The addition of Protocol to the roster continues to fuel Alterian’s impressive momentum for the year. The company is showing 60% growth in North America in the first quarter of 2007, as listed in their Interim Management Statement released July 25, 2007.

**About Alterian**

Alterian (LSE: ALN) helps marketers improve results through its enterprise marketing software platform and global partner community of leading marketing service providers, agencies and systems integrators.

Alterian takes marketers on a journey to become analytically led and to integrate their marketing processes, creating value for both the customer and the company. By combining database, digital, and operational marketing applications on a shared data infrastructure, the Alterian Marketing Services Platform makes it practical and cost effective for marketers to gain insight into their data, and use this to execute an integrated marketing strategy across online and offline channels.

Software alone does not enable better marketing. Alterian has cultivated a global community of over 70 marketing service providers, agencies and systems integrators such as Accenture, Acxiom, Allant Group, Carlson Marketing, Experian, Epsilon, InfoUSA, Merkle, Ogilvy One and Euro RSCG Worldwide, who

deliver Alterian software alongside their own value-added services. These solutions empower market leaders like Princess Cruises, General Motors, Zurich, HSBC, Limited Too, Dell, Amnesty International and Vodafone, to drive competitive advantage through improved marketing performance and customer satisfaction.

Alterian was founded in 1997 and trades on the London Stock Exchange (ALN). With offices throughout North America and Europe, Alterian software is used in over 20 countries worldwide.

For more information visit [www.alterian.com](http://www.alterian.com).

#### **About Protocol**

Protocol Integrated Direct Marketing is an innovator in seamless direct marketing and customer support services. Protocol focuses on clients in select vertical markets including retail, technology, energy, health solutions, financial services and insurance. Protocol's fully integrated direct marketing and customer support capabilities creates a seamless experience for customers and easier management for marketers. In both B-to-C and B-to-B environments, Protocol provides the experience and capabilities to add real value to customer relationships through decades of experience in acquisition, retention and customer support. For more information visit [www.protocolmarketing.com](http://www.protocolmarketing.com).

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