



ACCELERATING
MARKETING
PERFORMANCE

“We needed to spend less time on list pulls and more time planning and executing campaigns. Quaero turned our capabilities around on both counts.”

Bridging the Gap Between Marketing & IT.

VOLUME 2 ISSUE 7

NEWS & EVENTS

Inc. recently ranked Quaero on its first-ever Inc. 5000 List of the fastest-growing private companies in the country. With three-year sales growth over 100%, Quaero ranks 2,997 overall on the 2007 Inc. 5000 List and no. 30 for the top companies in the Charlotte metro region.

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Financial Services Networking Seminar

October 15, 2007
Chicago, IL

Quaero partners with Microsoft and Portrait Software to host a financial services networking event during the week of the DMA show in Chicago. Quaero senior executive, Ram Krishnamurthy, an expert in implementing customer interaction change strategies, and Mark Smith, Executive Vice President at Portrait Software and customer analytics specialist, will offer real business-case insights on how they have helped customers.

[» Click here to register.](#)

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QD Database Management Conference

October 28-30, 2007
Marina Del Rey, CA

“Getting More Out of Your Data: New Rules, New Tools, New Schools (of thought)” Quaero’s CEO, Naras Eechambadi, joins a group of industry experts to share insights for:

- New Tools for improved visibility, velocity & value

Prepare for your Upgrade to Affinium Version 7 with a Free Workshop from Quaero’s Campaign Management Center of Excellence



CENTERS of EXCELLENCE

Attention: Affinium Campaign Users Have you made plans to upgrade to Version 7?

In our discussions with many of our Affinium users (and we’ve worked with over eighty in the past few years) more and more clients are starting the budgeting process and making plans to upgrade to the Affinium Campaign Version 7. Quaero is on the forefront for Affinium Version 7 campaign implementation with ten engagements already completed. Our clients have already begun to improve their marketing efforts with the new version in the following areas:

- Improved offer management, including the use of dynamic offers
- Improved performance reporting with Cognos
- More flexibility to manage cell attributes
- Granular security
- And much more...



Joe Kelly
Director, Campaign Management, Center of Excellence

of data
New Approaches for
accessing and analyzing
data
Key Trends in Business
Intelligence, Data
Integration and Master
Data Management
New Rules for Data
Compliance and Privacy

QD will fly 30 selected executives to the Ritz Carlton, Marino Del Rey, CA for a two-day, intensive, informative, and enjoyable exclusive event. If you are interested in joining the event, please contact:
[Scarlett Rocourt](mailto:Scarlett.Rocourt)
201.355.0146

www.qdtechnology.com

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Customer Intelligence Across the Enterprise

Presented by CustomerTHINK as part of the "MASTERY" webcast series
November 2007

Join Naras Eechambadi for this insightful webinar on customer intelligence as he focuses on how organizations should prioritize their information needs based on their business objectives.

NEW IN KNOWLEDGE

Check out the Knowledge page on quaero.com to read this newly added article:

Get to know your client, or you might blow the sale
by Naras Eechambadi, Ph.D.

As you know Unica requests that all clients upgrade to the new version, and Quaero endorses this because of the new and rich features. Our clients are telling us that the exciting Unica Affinium Version 7 is the most advanced campaign management solution available anywhere. Quaero stands ready to offer upgrade services and provide you with the ability to realize a seamless transition to Unica's new platform. Our Campaign Management Center of Excellence is offering a free on site no obligation workshop to position your team to deliver the most vital information you need to plan your upgrade. Get in touch with us soon at info@quaero.com to schedule your session so you may accurately budget and plan for the new release.

To read more on Campaign Management see the following article:

Simplify your Campaign Management with Quaero

Let Quaero help you redefine your campaign management process, reducing its complexity and increasing its efficiency, speed and ROI. Through expert consulting, we have empowered leading direct marketers to better manage their multi-channel campaigns through:

- Implementation of new campaign management software or upgrades
- Design of improved campaign management processes to maximize their software installation.
- Training to utilize their campaign management technology more effectively.

[» Read More](#)



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