



# Consulting Services



# Do you need complete data-driven expertise?

Data harnessed the right way can be one of the most powerful decision-making tools in your business. Your data might need to be mapped, moved, cleaned, consolidated and enhanced and, with nearly three decades' experience, DCA can expertly assist your organisation get control of your data with unique, business-driven solutions.

We have expertise delivering major application projects for business, not-for-profit and government clients across data management, marketing solutions, data quality and project management.

## WHAT WE DO

### Data Migration, Consolidation and Processing

Our in-house developers move data from one or more sources to another application in a smooth and seamless manner. We implement data migration using the DCA Service Process so that your business can keep running without unnecessary disruption.

We can combine databases, cleanse, enhance and validate data, de-dupe and cleanse records, and link records to provide a single-customer view. As part of the migration and consolidation process, DCA can provide:

- An audit of all source data,
- Full systems analysis and business process review,
- Define business rules for the target system including data mapping,
- Full data-quality services
- Data enhancement before loading
- Validation upon completion of migration and data integrity checks,
- Full project management,
- Continued data-quality maintenance.

In order to improve the quality of your data it may be necessary to consolidate and combine data from various legacy systems. Using our fully ELT capable Data Management Platform Nirvana we take on the heavy lifting in relation to data migration and processing projects.

Nirvana is our flagship product and provides an integrated suite of data management tools. With a processing speed of up to 10,000 records per second, it is 100% configurable with the ability for all processes to be programmed to run automatically.

Nirvana has Visual Basic scripting and is based on a SQL server querying database which allows custom algorithms to be written. This means we can develop bespoke tools and solutions to:

- Import data
- Parse/cleanse data
- De-duplicate data
- Consolidate data
- Segment data
- Analyse data
- Allocate DPIDs
- Export customer data
- Report effectively

### Data Hosting

DCA has data centres in our Melbourne and Sydney offices and these centres are compliant with the AS/NZS 17799 Code of Practice for Information Security Management. Some of the services that arise from our data centre infrastructure include:

- Wide-area networking,
- Firewalls and web servers,
- Database and transactional servers,
- Backup devices,
- Internal networking,
- Physical security and other security procedures.

Our data centre is also able to offer a complete hosted model (ASP) solution via our high-speed, dedicated fibre-optic links with optional standby site facilities for high availability.



### Custom Application Development

Our project development methodology is based on the PMBOK standard and was developed in conjunction with the esteemed Project Management Institute (PMI). This makes us a dependable single-source vendor and we can provide:

- Project scoping and business case development,
- Business analysis and requirement specification,
- System architecture, design and functional specification,
- Software development,
- System integration,
- System testing, development and execution of test cases,
- User acceptance testing facilities,
- Deployment,
- Data migration and consolidation,
- User training,
- Help desk, support and maintenance services.

DCA uses a wide variety of tools to deliver high quality services. Some of our chosen tools and technologies include:

- Salesforce CRM,
- Visual Studio.NET for Windows client/server application development,
- Microsoft.NET for browser-based development, using a combination of C#, ASP.NET and VB.NET,
- Seapine TestTrack for issues tracking and management,
- Microsoft Visio Architect for data modelling,
- Visual SourceSafe and Perforce for source control and configuration management,
- Oracle databases,
- Microsoft SQL Server,

- C++, Visual Basic, Java, Objective C, C#,
- DevExpress tools (including .NET support) for rich user interfaces,
- Web service applications utilising both thin (browser) and smart-client models (MVC),
- Mobile application development for Windows Mobile and Android, iOS.

### Data Driven Marketing Solutions

We provide seamless end-to-end marketing solutions that are data driven. Our clients access our consulting services on both a strategic and tactical level for these services:

- Custom Loyalty Systems and Program development,
- Single Customer View programs,
- Marketing Automation,
- Communication methods such as email marketing, mobile, SMS and social media marketing.

### OUR EXPERIENCE IS YOUR ADVANTAGE

As leaders in the data consulting and management field, we have experience working on data projects of all sizes and scope. Our expertise means we have attained the Payment Card Institute Data Security Standard (PCI DSS) compliance across data, software and Business Process Outsourcing solutions.

We frequently work with the following systems:

- CRM (Salesforce, SAP, Oracle, Microsoft, Teradata, SugarCRM and others)
- Marketing Databases
- POS systems
- Loyalty Databases
- Customer Databases
- ERP (Enterprise Resource Planning)
- Accounting systems





# How we can help you

Your organisation might be expanding, changing systems, consolidating business units, wanting a single view of customers, moving, merging, being acquired, migrating to the cloud or upgrading systems. Any change in business systems can lead to a data challenge, but also a data opportunity.

No matter how big or small, we can help you to make the most of your data.

## THE DCA DIFFERENCE

With nearly three decades' experience, DCA are leaders in data migration and consolidation. Our business is built on having the best people, systems and solutions at hand for our clients. We offer:

- Strategies that reduce risk of data loss or business disruption,
- Simplified processes that reduce the burden on your team,
- Cost efficient solutions,
- Quick and powerful implementation via our proprietary Nirvana software,
- Proven track record in delivering on time and on budget,
- Guaranteed high-quality data transformation.

## RECENT CASE STUDIES AND TESTIMONIALS

Visit [data.com.au](http://data.com.au) for examples of our recent work.

## LET'S TALK

DCA are experts in providing innovative data management solutions, data quality governance and bespoke software development.

Our corporate, government and not-for-profit clients in Australia and around the globe rely on our customer-management software, applications and consulting services to make business-critical decisions.

For nearly three decades we have helped organisations of every size to harness the power of their data through our team of experts in our Melbourne headquarters and offices in Sydney, Bangkok and Boston.

Is it time to make the most of your data?



**Contact us today**

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