

## Cygnus Testimonials

### Thamesdown Marketing /

Before we had Cygnus all of our processes were completely independent, for example we would convert our data to a common format using one piece of software, manually manipulate the data in another software application, export to another application for mailsorting and so on...

Having Cygnus has meant that none of this is necessary now, and once the data has been imported into Cygnus we can carry out any of the processes (ie mailsort, dedupe, general manipulation) with ease and without the headache of the exporting/reimporting that we used to have to do.

This has meant that our team of 6 programmers in our Data Processing department has been brought down to 3, we have done this by not replacing leaving members and so theoretically our wage bill has almost halved in the process.

We find the biggest plus point for Cygnus is the fact that you can set a job up from start to finish and then leave it running over night with the final print files then being available for proofing first thing in the morning. Also if a client has a repeat job where the new data is sent in weekly/monthly, and the processing is the same each time, this would have been a real headache, having to retrace all the previous processing phases, but with Cygnus we can just detach the original data file from the process chain and attach the re-supplied data in its place and then leave Cygnus to reprocess the data.

In conclusion Cygnus is the best data processing tool we have used or evaluated and as it appears to be written by people who know Direct Marketing it fits in very well with the vast majority of our processing needs.

*Nathan Shilton*

Data Processing Manager

**Thamesdown Marketing Services Ltd**