

## Cygnus Testimonials

### TMW /

As the data planning department for one of the UK's top direct marketing agencies, we knew we would make heavy demands on the data processing software that we chose to install. We receive data from a multitude of sources, especially the web and tele-marketing. This means that quality and content are often suspect, so we needed a good data cleansing tool to validate the data prior to it being passed to the data warehouses. Cygnus promised to be easy to use and audit, and to provide the processing depth normally only found in code based processing tools that are less intuitive and more expensive. Quite simply cygnus has delivered. It's fast clear and robust. Data is validated and normalised to a high standard – whatever the source.

We get knowledgeable support when we need it and the Software Bureau are always prepared to listen to our observations.

With the inclusion of the main industry suppression files and the imminent release of a developers toolkit it's a fully rounded product. What more could any data professional want?

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