



## Press Cutting:

## The Software Bureau DM Bulletin 20<sup>th</sup> March 2008

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#### IN THIS BULLETIN

#### NEWS

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[Hicklin Slade hires Wallinger as data head](#)

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### Amnesty appoints Software Bureau to cut data costs

by Nikki Sandison Brand Republic 20-Mar-08, 14:30

LONDON - Human rights organisation Amnesty International has joined a string of charities to take its data management in-house using The Software Bureau's flagship product Cygnus.

Amnesty plans to drive down costs by managing and processing its own data and joins Mind and Help the Aged as one of The Software Bureau's key charity clients.

Amnesty will use the embedded suppression module of the data processing package Cygnus ES to manage its donor database.



Software Bureau's Murray: 'keeping costs down'

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Alongside support from the Software Bureau, the Cygnus software uses a range of data preparation techniques and suppression files to allow users to clean, process and use their own data without the retainers charged by some operators.

David Murray, sales director at The Software Bureau, said: "Careful management and use of donor data is an absolute imperative for Amnesty International. And of course, beyond ensuring that they target accurately and effectively, Amnesty also has an obligation to ensure it keeps costs down."

Nick Mason, database marketing manager at Amnesty International, said: "Cygnus was a clear choice for us. We have not used anything like the software's full capability, but it is already revolutionising the way we look at our data, and providing an in-house function vastly more agile than briefing agencies."

