



Press Cutting:

**The Software Bureau
Precision Marketing
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Help the Aged takes control of donor data

Gemma Hummerston

Help the Aged is taking donor management in-house as part of plans to gain control and drive down costs of supporter recruitment and retention.

The charity is to implement The Software Bureau's Cygnus technology, Cygnus ES, which incorporates a full range of data preparation techniques and a number of key suppression files, allowing the organisation to clean, process and use its own data to bypass outside bureaux.

Help the Aged database

marketing services manager Stephen Newberry comments: "We are constantly looking for ways to ensure that the maximum amount of supporter donations go to supporting disadvantaged older people. This solution was the best we came across in terms of keeping our data secure, retaining absolute control and ensuring we are recruiting and retaining donors in the most cost-effective way possible."

The Software Bureau sales director David Murray adds: "Recent events have driven



David Murray

Importance of data security is growing

home the importance of impenetrable data security and it has risen up the agenda of the UK's largest organisations."

