



# Press Release

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June 10, 2010

FOR IMMEDIATE RELEASE

**Equity Decision Systems Launches Donor IQ<sup>®</sup> Datamart. Centralized Data Management to Support Advanced Analytics.**

**Tustin, California, June, 10, 2010** - Equity Decision Systems, a leading provider of analytical services for direct mail fundraising announces the launch of Donor IQ<sup>®</sup> Datamart.

Donor IQ Datamart is designed to centralize the data for all of a direct mailers' clients and provide a foundation to support analytics, scoring and triggered marketing activities. EQDS works with the direct mailer to customize the Datamart to meet its specific needs. EQDS develops an ETL (Extract – Translation – Loading) interface for each individual client to standardize the loading of data into the system. At the conclusion of the setup process, each client's data will flow into the Datamart in an automated fashion and the data will be standardized and normalized. Donor IQ Datamart features include: address/name consolidation, data access, data enhancements, custom triggered marketing, pushed reports, predictive model deployment, and custom reports and extracts.

“Donor IQ Datamart provides a service to direct mailers to help them organize their mailing data and their donation data so that they can apply advanced analytical techniques to raise more money.” David Speights, Ph.D., CEO, Equity Decision Systems.

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## **About Equity Decision Systems**

Equity Decision Systems, headquartered in Tustin, California, is an analytical services firm which specializes in predictive modeling application for small and large corporations in a wide range of industries. Our staff of Ph.D. level statistical experts has built and deployed predictive models for many fortune 500 companies saving them hundreds of millions of dollars annually.

Please direct media inquiries to Holly Street or visit their website at [www.equitydecisions.com](http://www.equitydecisions.com).

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