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Re: DCatalyst Database Management System

We have been working with DCatalyst Sdn Bhd since June 2011 and have tasked them to clean, compile, segmentise and manage our existing and growing database. DCatalyst was also entrusted with the safekeeping of data information for this database including those of very senior level individuals within the government and business sectors. They have given us the assurance that the extremely sensitive database information would be secure with DCatalyst.

Their multi-level filtering feature enables us to communicate to segments of our database of subscribers in a focused manner and produces good results. We are able to disseminate specific information to selected targeted audiences with ease. Their intelligent User Interface (UI) also makes it clear, simple and manageable.

Our first email exercise with DCatalyst was to reach out to top officials and businessmen for a survey. This exercise proved to be highly successful as the DCatalyst email automatic reminder system was executed effectively. Subsequent email exercises included 'open' invites to Economic Transformation Programme conventions and newsletters, also targeted at 'C' level executives. DCatalyst has assisted us effectively to receive responses from this highly select group of individuals with the desired results.

We have found the DCatalyst team to be and the reliable in providing support whenever required, system is robust and able to customize to our needs expediently.

Thank you.

Yours sincerely,

Indira Nair

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