



## helpIT Systems helps Top U.S. Marketing Firm Save Both Time and Money

### About BKV

With 30 years in business and a staff of 180 professional marketers, BKV Inc. (Bennett Kuhn Varner, Inc.) is one of the largest independent full-service direct response agencies in the United States. BKV specializes in interactive marketing, paid search, SEO, direct response television, direct marketing, email marketing, and other services that link corporations directly to the people who buy their products.

BKV's passion about direct marketing has allowed the company to work with Fortune 500 companies and some of the top nonprofit organizations in the world. Companies like AT&T, The Home Depot, Equifax, Six Flags and The Salvation Army work with BKV to connect their brands to new and existing customers. BKV is dedicated to developing direct response techniques that don't just seem impressive, but actually generate tangible and consistent results.

### Challenge

To make sure the company's process for preparing data for direct marketing campaigns and analyzing the results was operating as efficiently as possible, BKV's Database Analyst Mary Ellen LaRochelle was on the lookout for a better, more streamlined way to work with client data. When BKV reached out to helpIT Systems they were looking to replace their existing data quality software solution with one that would improve processes and eliminate delays and outsourcing. BKV also needed to standardize on Microsoft SQL Server® for their systems database.

### Solution

Before choosing matchIT in 2010, BKV researched several options, one of which included upgrading their current license from SAP BusinessObjects. However, found most of them offered poor support for direct SQL data access, offered less flexibility in setting up matching strategies, and/or were simply overpriced. "One by one, they were all eliminated for falling short of our data requirements, leaving only helpIT and our previous software, SAP's BusinessObjects, as contenders. SAP was eliminated on price and lack of support, said LaRochelle."

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*“ I can now directly match results captured online, such as websites where responders request additional information, to campaign files prepared on a desktop, without needing to export SQL data to flat file, and import it back into SQL. Fewer steps mean fewer opportunities to introduce errors. ”*

**Mary Ellen LaRochelle**  
BKV  
Database Analyst

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Contact Sales  
(866) 628-2448  
+44 (0) 1372 360070  
sales@helpit.com

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*“ Any software transition is intimidating when you are part of a small staff with ongoing projects. I was very pleased with how trouble-free the transition to helpIT was, and by how proactive both the sales and support staff have been. ”*

**Mary Ellen LaRochelle**  
BKV  
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## Result

Once BKV turned to helpIT Systems they immediately benefited from matchIT capabilities. BKV can now more efficiently match data from different sources, such as matching website enquiry data with campaign files, without the need to export SQL for processing, and then import it back into SQL. As stated by LaRochelle, “Fewer steps means fewer opportunities to introduce errors.”

Leveraging matchIT real-time NCOA capabilities, BKV is now able to offer their clients faster data preparation and has also eliminated outsourcing costs. By taking full control of all aspects of their data processes, BKV eliminated an extra 24 hours for NCOA processing previously built into their scheduling. “Cutting a day off of a tight data prep schedule is a huge advantage to us,” says LaRochelle, BKV’s Database Analyst.”

In the end, “helpIT Systems provided the functionality we needed at an affordable price”.

## About helpIT Systems

helpIT Systems is an innovator and developer of data quality software, and has been helping companies gain control of their contact data for over a decade. We offer unified data cleansing tools for identification of matching records, data enrichment & enhancement, de-duplication/suppression, and address validation and standardization. Our solutions accommodate a vast spectrum of business and developmental needs, such as database marketing and mailing, CRM migration, call center data entry, and data warehousing.

helpIT systems is becoming an undisputed leader in this segment with more than a thousand users and a high-profile client list including AXA, Barclays, DHL, Dun & Bradstreet, Experian, Harvard Business School, US Naval Institute, AC Nielsen, Gannet, News Corp, Pitney Bowes, and Saks Fifth Avenue, as well as many federal, state, and local government agencies.