

DaaS Data as a Service

your marketing database profiled, secured & delivered over the cloud.



Industry research shows that B2C & B2B marketing database decays at a rate of 70% per annum, and maintaining an up-to-date database and preventing it from leaking to external parties face many challenges today.

Database Marketing Companies can now use DaaS to secure its Database Listings to achieve dynamic updates of contacts and secure recurring revenues.

Companies who own the B2B and B2C database can benefit tremendously in time to market & control, using DaaS to secure their database for group broadcasts and prevent database sold to external parties and minimizes spamming.

SKYROAM's DaaS revolutionized how database marketing is managed, offered & delivered.

SKYROAM DaaS Service Platform provides database owners a new way of managing centralized yet secured contact database with integrated data profiling and protection, delivers on-demand, dynamically profiled and targeted reach to the mass via built-in SMS & Email Broadcastings.

Advantages:

- Create group and partner accounts.
- Delivery & protection over internet clouds.
- Blazingly fast on-demand contacts profiling.
- Integrated SMS and Email Broadcasts.
- Carrier Class Architecture and reliability.
- Built for distributed locations via web access.
- Superb Data mining and profiling wizards.
- No modem & SIM Card required yet secured.
- Flexible models: Hosted, Onsite or Branded.
- High load and capacity.

DaaS also comes with the following built-in:



Info-On-Demand

Request info via SMS delivered as text, video ads, picture, brochures to the requester's phones.



SMS & Email Broadcasts

Broadcast message to your database via Email & SMS with unique Sender ID & anti-spamming handler.



Build Database

Automatically collect your customers contact numbers for future advertisement via SMS.

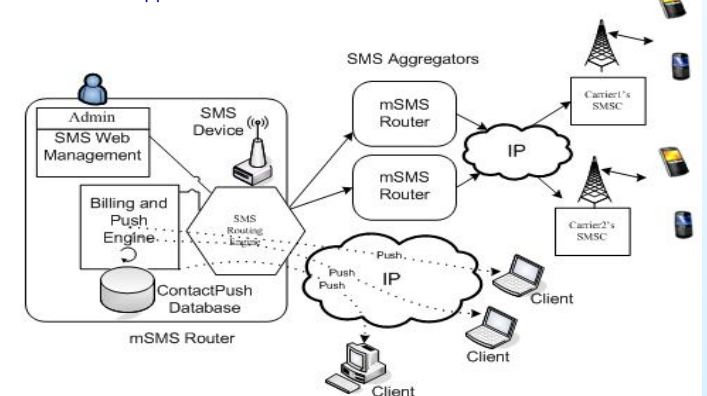
Go Green

Cut down the use of paper, use the built in mobile couple campaign delivered over SMS.

How DaaS works?

- Marketing Database is loaded to the system and secured.
- Admin profiles the data based on different market segments.
- End users select the profiles for broadcasts via SMS or Email.
- End users can also profile the database dynamically and stored it for recurring uses.
- All users can now use the secured database for broadcasts.

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Proven Technologies & world class architecture:

