

Aq supplies Identex with SMS alert system

Aq, the mobile messaging company, is providing email-to-SMS technology to database specialist Identex.

The SMS alert system is used to notify Identex system administrators in the event of Web server failure, informing the relevant personnel almost immediately.

Aq's high-capacity email-to-SMS service converts email notifications from its clients' server monitoring systems into a text message that can be sent to IT staff. Identex is employing it to maintain the availability of its systems in times of crisis.

Reg Whiteman, group IT manager for Identex, comments: "As a busy bureau operation and multi-server hosting environment, we need to be aware of potential problems as early as possible. Aq's multi-destination alerting solution is an essential part of our IT support tool-bag."

Aq managing director Adam Beaumont states: "Because our background is in Internet-based services and bespoke hardware configurations, we've a much better online-related skills set than most traditional SMS companies. Our bespoke automated gateway provides a bridge from IP-based services to SMS telephony, making a complicated interface easy to use."



1 Stop Data: To research and prepare files, and maintain firms' data

1 Stop Data offers custom database research scheme

B2B list management and database specialist 1 Stop Data is unveiling a custom list research service.

Marketers who need to build or enhance lists can now commission 1 Stop Data to research and prepare files, and maintain the data. The service is available across a wide range of business sectors.

Databases are built to client specifications, with data fields including name, title, company, address, area of responsibility, product specialities, business volume, and other variables.

1 Stop Data enhances lists

through extensive research that is managed by experienced business information specialists. This includes worldwide telephone interviews, with mail and email follow-ups.

The company works with other information aggregators to compile lists, such as acquiring and building on files of opt-in email addresses.

1 Stop Data founder and managing director Pauline Murphy says: "Our mission is to deliver customised lists that are of the highest possible quality and accuracy."

Which come

Every other month, two B2B experts go head-to-head in a topical debate. The debut question focuses on firms' priorities when implementing a B2B campaign



Scot McKee
Managing director
BirdDog

I doubt there's any dispute that campaigns have a data requirement at the pre-planning and planning stages. There's arguably a further requirement post-campaign for assessment, measurement and ongoing maintenance. I even concede that good data profiling and delivery could improve a campaign's performance. But these battles deliver only small victories in a far greater creative war.

The answer's usually in the question. In this case, the question relates to implementing a campaign. My understanding of 'implementation' is 'doing it' - delivering on the promise. And my concerns at the implementation stage have little to do with data.

Because at the sharp end of implementation creativity's everything. It's the difference between success and failure. It's the point at which the customer or prospect decides whether to engage with your product or service. And it's ultimately the creative communication on which the agency responsible will be judged (often whether or not it proves successful).

When implementing a B2B campaign, no client has ever said to me: "No, no, really. Don't try to impress me with some kick-ass creative work. I want to see some more data." On the contrary. The only point of discussion's the creative work.

It's not hard to see why. The B2B sector has been the difficult child of the marketing family for... well, forever actually. Compared with their affluent consumer cousins, B2B brands have been undervalued, under-rated, and witnessed under-investment, for too long.

As a result, more and more products and