

Whitehat's ResponSMART List Rental Order Fulfillment System

Whitehat's ResponSMART List Rental Order Fulfillment Increases Customer Sales Revenues and Reduces Overhead!

Whitehat provides a complete printing, technical and shipping platform for our clients list rental fulfillment orders. Our proven engine will support high volume orders and counts as well as complex special requests by customers. Our highly qualified database technicians will be able to run those complex queries, count field reports and print the reports and counts at their local printer using Microsoft® Office products. Capable of clustering so that as the database grows, the platform also grows as required. MS SQL, a relationship database management system developed by Microsoft® is a software product whose primary function is to store and retrieve data as requested by other software applications. MS SQL is capable of housing several hundred million records in a high speed delivery system. The hardware platform is Intel based providing redundant processing as well as an ample growth path.



**We process and ship orders the same day...
with no rush charges!**

Send us an order in the morning and we can deliver the files that afternoon to anyone, anywhere in the world at astonishing speed.

Whitehat, through our streamlined system capable of automating many programming functions enables our staff to focus on efficiency, quality and speed. **We guarantee quality through our dual review process**, once before processing and again prior to shipment. No order is released to any computer/mail house until our specialists contact you directly by phone, fax or email to verify we have your authorization to release the files.

From a single order entry screen YOU can accomplish all this:

- Generate all output records
- Create flags for unlimited prior use omits rather than limited omits
- Automatically insert "smart seeds" protecting against unauthorized use
- Generate status reports and invoices

Whitehat has successfully utilized our **ResponSMART System** to process orders for many satisfied customers.

The benefits of this innovative list rental fulfillment system include:

- Extraordinary Customer Service and Software capabilities
- Reliable "same – day" service from the **First Computerized Direct Marketing Co. in the U.S.**
- Daily status and shipping reports
- Statistically correct test cell selections
- Full prior order omission, rather than limited omission
- Sophisticated decoy system to protect against unauthorized usage
- Postal presorting for discounts
- Transmission directly to letter shops



**Read on to
view our flow chart!**

Whitehat's ResponSMART List Rental Order Fulfillment System

Whitehat ResponSMART Workflow System – Created by List Managers for List Managers

