

# Data Services, Inc.

*Global Services for  
Global Direct Marketing!*



Data Services, Inc., was founded in 1967 and is a privately held company incorporated in the state of Maryland. Operating out of a 23,000 square foot facility in Salisbury on Maryland's eastern shore, Data Services Inc. is approximately two and one half-hours from the Washington D.C. and Baltimore areas and three hours from Philadelphia. The Salisbury facility houses the Data Services, Inc., computer center. The company currently has 36 employees consisting of management, programming staff, customer representatives, data entry, administrative, and sales personnel.

Data Services, Inc. is active in the Direct Marketing Association (DMA), the Canadian Marketing Association (CMA), the International Mailers Advisory Group.(IMAG), the Newsletter and Electronic Publishers Association (NEPA), the Direct Marketing Association of Washington (DMAW) and other industry associations. Our company president is a past chairman of the DMA International Council's Operating Committee and is an active member.

Data Services, Inc. provides a comprehensive array of direct marketing services to our client base of very well known and respected direct marketing companies in the U.S. and abroad. As the global market expands Data Services Inc. continues to stay on the cutting edge of technology. Our primary services include file conversion& reformatting, U.S. NCOA\*, U.S. address hygiene with CASS certification, Canadian NCOA, Canadian address hygiene with SERP Certification, DSI World Plus International address hygiene, Merge/Purge, suppression file processing, postal presorting, online list count/rental fulfillment and database services. For more information, please visit our web site at [www.dataservicesinc.com](http://www.dataservicesinc.com).

An NT network environment is used for production processing. A mixture of vendor software and in-house proprietary software enables Data Services Inc. to offer a wide array of unique services and solutions to address our clients' data processing needs.

Exemplary customer service and one-point-of-contact for our customers is a selling point for Data Services Inc. In order to maintain a high level of customer service, our employees must stay abreast of all Microsoft Office products, file transmission and manipulation tools, web services, industry software, proprietary software, U.S., Canadian, and International address hygiene standards and postal regulations. Strong verbal and written communication skills, technical aptitude, innovative thinking and the desire and dedication to succeed make our account representatives' customer service and technical skills stand far above our competition. Training provided to account representatives in all of these areas whether out-sourced or in-house is crucial to our success.

\* Data Services Inc. is not a licensee of FASTForward or US NCOA services.

Supporting US, Canadian, and  
International Data Processing  
since 1967

- Merge/Purge
- List Rental Fulfillment
- Address Hygiene
- List Enhancement
- Postal Presorting
- Mail Distribution
- Email Services



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