

Database Consultants Australia acquires IncNet database business

MELBOURNE - July 9, 2014. DCA's expansion continues with the acquisition of the market-leading IncNet database business (www.incnet.com.au).

IncNet is regarded as the best business-marketing database, as well as the pre-eminent business-to-business data source for marketers, across both Australia and New Zealand. It offers a range of quality data attributes about the top 50,000 companies in each of these countries. The IncNet team of 30 researchers and data specialists will continue to maintain the same high quality of information about these businesses, and the 230,000 contacts within them.

DCA's acquisition of IncNet joins together two of the most respected names in the data marketplace. The integration of the capabilities and intellectual property of the two businesses will broaden the range of quality data services available to the customers of each.

According to Declan Ryan, Chief Executive Officer of Database Consultants Australia, 'DCA has a long history of providing business-critical data management and software solutions to leading financial institutions, large private-sector corporate entities, and government clients. This acquisition allows DCA to extend its services again by offering customers access to high-quality data.'

DCA's existing services include:

- data management;
- data quality - cleansing, matching, de-duplication;
- data audits;
- application development;
- data analysis;
- data integration and migration;
- hosted solutions;
- subscription management;
- business process outsourcing.

The acquisition of IncNet allows DCA to offer a full suite of business-process services for customers seeking to optimise data quality throughout its life cycle.

Please contact Chris Pellegrinetti, General Manager of IncNet, on +61 (2) 8875 7499 for further information about how IncNet products can benefit your organisation's data and marketing initiatives.

If you need assistance with your data requirements, please contact Andrew White, Group Manager of DCA Data Services, or Vanessa Harford, Marketing Manager, DCA Data Services on +61 (3) 9320 9000.

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