



LATEST NEWS: 05 May 2009

Blue Tahiti is pleased to announce a long term partnership with leading direct marketing solutions provider DBS Data.

Blue Tahiti will work with DBS on the delivery of new and innovative online solutions for the direct marketing industry that will enable the marketing professional to optimize their use of data and maximize the return on investment in their data assets.

Philippe Wery, MD Blue Tahiti stated *"We are pleased to be working with a forward thinking and innovative organisation and believe that the combination of DBS and Blue Tahiti will bring significant new opportunities to empower the marketing professional"*

Adam Williams, MD DBS Data commented *"Having looked long and hard at online solutions capable of interrogating large databases Blue Tahiti came through as a clear leader. They have been able to deliver a very fast and intuitive platform, in fact faster and easier to use than many of their competitors could even in the off-line space."*

About Blue Tahiti

Blue Tahiti Software is a leading provider of applications to meet the operational needs of the marketing and data services community. Our online products deliver increased sales, expanded market opportunities, productivity improvement and cost savings from day one.

Our products have a proven track record in the ultra competitive data services industry, not only within the UK but throughout Europe. Our unique online applications allow data services organisations to fully leverage the value of their data assets, by providing new and innovative ways to deliver value to their own customers.

Find out more about Blue Tahiti Software at www.bluetahiti.com

Find out more about DBS Data at www.dbsdata.co.uk

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