

## **Melissa Data and Stalworth Deliver DQ\*Plus**

Denver, CO (PRWEB) February 11, 2008 -- Tom Brennan and John Nydam explain the Melissa Data-Stalworth strategic partnership to develop next-generation data quality tools in an exclusive interview with Ron Powell and the Business Intelligence Network ([www.BeyeNETWORK.com](http://www.BeyeNETWORK.com)). In this interview, Brennan and Nydam, discuss the business problems caused by bad data, and describe how DQ\*Plus provides a complete data quality solution for enterprise applications and commercial databases.

Data quality is receiving a lot of attention lately as organizations realize the impact of poor data quality "The partnership between Melissa Data and Stalworth was a natural fit. Address cleansing via Melissa Data's Address Object is a key component of DQ\*Plus, says Tom Brennan, CEO and Cofounder of Stalworth. "While we work together successfully, each company focuses on different parts of the market. Stalworth focuses on complete enterprise data quality solutions. Melissa Data provides an address cleansing and data verification toolkit targeting the do-it-yourself market for enterprise and small-to-medium sized businesses." "Data quality is receiving a lot of attention lately as organizations realize the impact of poor data quality," Ron Powell, Cofounder and Editorial Director of the Business Intelligence Network. "Melissa Data and Stalworth provide an enterprise-level solution that helps organizations properly address the quality of their data."

To listen to the interview, please [click here](#).

The Business Intelligence Network Solution Spotlights are intuitive dialogues with innovative solution providers, and these spotlights provide a cutting-edge introduction to the new products and services of interest to the business intelligence community. The Network publishes six newsletters serving more than 115,000 readers across a wide variety of industries, making it the largest newsletter-based information source for business intelligence, performance management, data warehousing, data integration and data quality.

### **Melissa Data**

Melissa Data is a provider of data quality and mailing solutions. The company continues to focus on the improvement and new development of powerful, cost-effective data quality solutions to help organizations of every size and nature efficiently capture, maintain, and disperse contact information; earn maximum postal discounts; communicate effectively; and increase response rates. Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, Nestle and others improve customer communications, validate and enhance data, and save money on postage and mail processing.

### **About Stalworth**

Stalworth is a provider of data quality software for enterprise applications and commercial databases. Our mission is to deliver the most powerful, easy to use and quick to implement platform for solving data problems and managing data across the enterprise, and to provide a superior experience for our customers.

### **About Business Intelligence Network**

The Network's flagship site [BeyeNETWORK.com](http://BeyeNETWORK.com) leads the industry with up-to-the-minute news, newsletters, articles, executive spotlights, podcasts, expert-hosted

channels and blogs. Experts include Claudia Imhoff, Bill Inmon, Craig Schiff, Colin White, David Loshin, and others. BeyeRESEARCH.com provides research and case studies from leading authors and experts in business intelligence. BeyeBLOGS.com is a business intelligence-specific community blogging site that provides an open forum about industry issues and challenges. BeyeSEARCH.com offers the first and only editor-driven directory and search engine specially built to serve this industry.

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