

# Corworks Data Exchange (CDX)

For Data Providers



# Connectivity. Speed.

## Already there.

Data exchange as you know it has just changed. Corworks Data Exchange (CDX) opens up possibilities. CDX allows you to move data at unprecedented speeds within or outside your company. Here are the top seven reasons why CDX is the fastest choice for greater business intelligence.


**Why?**

Discover seven reasons inside.



# Corworks Data Exchange (CDX)

Seven reasons why CDX is a groundbreaking revolution in data exchange.



**1 Exchange Speed.** CDX is lightning in a bottle. It allows you to move data across the Internet or your company's Intranet or dedicated line at unprecedented speeds. CDX accesses and alters data in compressed form using Corworks' revolutionary software. Data is transferred at 20% of its original size. Smaller files mean data can be transferred five times faster than before. CDX is ideal for exchanging bulk files of 40 million records and up or even one customer record just when you need it.

**2 Reduced Processing Time.** CDX works automatically, free of the hard-coding and manual servicing previously required to complete a customer request. CDX eliminates tasks including:

- 1) Receiving and storing tapes containing customer data.
- 2) Reading and interpreting customer specs.
- 3) Writing new code to standardize and reformat customer files and applying business logic in accordance with customer specs.
- 4) Rerunning customer requests if any mistakes were made in steps one through three. In fact, a request that used to take weeks to turn around is now available in less than 24 hours.

**3 Empower Customers.** CDX is a democratizing technology. It puts the power of data intelligence in the hands of the customer. Using CDX, a customer has the flexibility to tailor requests right over the Internet. With CDX, customers have access to data day or night, without prior notice or preparation. Customers construct their own queries using the simple Corworks interface and get back exactly what they need, when they need it. It's just-in-time data. Further, by removing the dependence on the data provider to interpret customers' requests and implement the coding, mistakes are less likely to occur. Customers get exactly what they want. CDX even provides customers the ability to preview a request before it's transferred.

**4 New Revenue Possibilities.** CDX turns your existing data stores into new revenue producing opportunities. Businesses want access to up-to-date customer information that can be turned around immediately. This helps them make better business decisions that boost their bottom line—and they are willing to pay for it. CDX allows

you to offer sophisticated, high margin products that can be purchased at reasonable cost due to automation and self-service capabilities. CDX removes the technology and cost barriers to small and mid-sized businesses that traditionally have not been heavy users of a data provider's services.

**5 Better Results.** Few things are less valuable than getting old information. Old data can be like reading last month's newspaper. To make the best decisions, you need fresh information. CDX allows that to happen by turning around requests automatically. A scheduled CDX request can be aligned with a customer's daily CRM infrastructure to push out new data automatically. This allows your customers to make business decisions or execute marketing tactics based on the current situation.

**6 Security.** Compression has its advantages, even for security. Because data is compressed, only the data provider and the customer can read it using their security token. Even if someone intercepted your data and had a Corworks CDX system, they would be unable to read the data because they would not have the proper security token.

**7 CDX is Risk Free.** CDX is designed to do two things: 1) Help you make smarter decisions about your own business by letting you gather and transfer data in a faster way than ever before possible. 2) Create revenue opportunities that didn't previously exist. Licensing of CDX is free for internal use. If you decide to create external revenue opportunities by sharing your data, Corworks participates in a monthly revenue share. If you don't make money, we don't make money.

## How to start using CDX.

- Step One:** Add on the Corworks Data Exchange module to your Corworks server license.
- Step Two:** Populate web server with CDX header files that connect to your data.
- Step Three:** Register your customers, assign access privileges and start making money.

## CDX for a Data Provider's Customer.

- Step One:** Install CDX.
- Step Two:** Send queries and get answers.



For more information  
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**Corworks**  
Already there.™

