



## Talend Data Integration Software Helps Age UK to Better Serve the Needs of Those Over-60

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*Faster, More Effective Data Onboarding Allows Britain's Largest Charity to Target Marketing Campaigns More Precisely*

REDWOOD CITY, Calif. & MAIDENHEAD, England--(BUSINESS WIRE)--Oct. 17, 2016-- [Talend](#) (NASDAQ:TLND), a global leader in [cloud](#) and [big data](#) integration software, today announced that [Age UK](#), the UK's largest charity dedicated to helping everyone make the most of later life, is using [Talend Data Integration](#) and [Talend Data Quality](#) to significantly enhance its client services, save time, and reduce costs.

"We are very impressed with Talend's platform. It's a wonderful, open source environment that enables us to deliver high-quality applications and integrations quickly," said Tillat Kadri, CRM database services manager, Age UK. "Using Talend allows us to deliver faster, cleaner data uploads, which in turn enables us to more precisely target our marketing campaigns and be more responsive to our clients' needs."

Having flexible, clean and efficient customer records is of critical importance to Age UK. The organisation uploads information to its customer relationship management (CRM) system from more than 120 data feeds, just one of which can contain as many as 250,000 records in a single file. By reducing the staff time previously needed to complete these processes, Talend is helping Age UK save almost £100,000 per year.

Business benefits that Age UK receives from the improved availability of high-quality data include better analytics and reporting so it can build models of how seniors use its services. Finally, with Talend, Age UK is able to more closely track sales of products in order to take advantage of cross-selling opportunities; optimise marketing campaigns by more precisely targeting customers; and comply with data governance regulations by ensuring customers who have opted-out of marketing campaigns are not contacted.

Age UK worked with Talend Gold partner, [KETL](#), to design and implement the framework that served as a pilot project for the charity's data integration and management infrastructure. According to Mike Newens, data integration development manager at Age UK, "Talend and KETL consultants have delivered not only the highest quality services, but also a solution tailored to our needs. Utilising Amazon Web Services for our Talend development environment enables us to collaborate with KETL in a seamless way to ensure our environment is always up-to-date and performing optimally."

"Age UK is performing invaluable work by helping elderly people remain independent and make the most of their 'golden years'," said Ashley Stirrup, chief marketing officer, Talend. "We are proud to support their mission by enabling Age UK to use data to make more informed decisions and create a better overall customer experience."

To learn more about Age UK, its mission, and how you can get involved, visit <https://www.ageuk.org.uk>. For details on Talend and its complete portfolio of solutions, including [Talend Data Integration](#) and [Talend Data Quality](#), visit [www.talend.com](http://www.talend.com) or the [Talend Blog](#).

Like this story? Tweet this: [. @age\\_uk is leveraging @Talend #BigData integration software to help elderly make the most of later life http://bit.ly/1NFMQ5I](#)

### About Age UK

Age UK is the largest charity in the United Kingdom dedicated to helping elderly people make the most of later life. The Age UK Group comprises Age UK and three national charities—Age Cymru, Age NI and Age Scotland—and England, 165 local Age UK partners and over 400 smaller organisations. The charity provides advice via its free national advice line, enables independence through exercise classes and mobility aids, and combats loneliness through befriending services. Age UK also helps seniors manage benefits, insurance and finances. For more information, please visit [www.ageuk.org.uk](http://www.ageuk.org.uk)

### About Talend

Talend is a next generation leader in cloud and big data integration software that helps companies become data driven by making data more accessible, improving its quality and quickly moving data where it's needed for real-time decision making. By simplifying big data through these steps, Talend enables companies to act with insight based on accurate, real-time information about their business, customers, and industry. Talend's innovative open-source solutions quickly and efficiently collect, prepare and combine data from a wide variety of sources allowing companies to optimize it for virtually any aspect of their business. Talend (NASDAQ: TLND) is headquartered in Redwood City, CA. For more information, please visit [www.talend.com](http://www.talend.com) and follow us on Twitter: [@Talend](#).

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