



DataDirect

TECHNOLOGIES

SupportLink Customer Satisfaction Report 2002



Message to the Customer



**Carol Esau, Director
Worldwide SupportLink
DataDirect Technologies**

Dear Customer,

Our job is to simplify the complex task of connecting your software to data. If we have helped you do that, then we could consider ourselves successful. But, we can't stop there. We use objective measures such as the Ω MEGA Management Group survey to find out how we're doing directly from you.

I'm pleased to tell you we've earned the Ω MEGA NorthFace ScoreBoardSM Award for the second consecutive year. The recipients of this award consistently rank above expectations in several support criteria that are considered important to their customers. You will see exactly how we performed in the following report. We are proud to win this award again and endeavor to continue exceeding your expectations over the coming year.

But let me tell you we don't stop there either. Another key indicator of customer satisfaction is repeat business. We are constantly reviewing our service contract renewal rates to measure our success in this area. Further, our management team seeks opportunities to speak directly to our customers to better understand their business challenges. Although we certainly appreciate positive feedback, such as the Ω MEGA NorthFace ScoreBoardSM Award, we also value feedback regarding areas that could use some improvement. We use this input to drive our quarterly objectives. For example, we received feedback from our customers that our online systems, particularly our KnowledgeBase, needed improvement. As a result, we have a project team and an action plan in place to make the needed enhancements.

We know that superior customer support sets us apart from our competition and we take that very seriously. We know you wouldn't invest in data connectivity technology unless you were assured it was backed by the most experienced support and development engineers. We work hard to give you the excellent service you rarely get from other software vendors. In fact, our mission is to be THE best technical support in the software industry. We're dedicated to giving you the best possible experience with DataDirect Technologies and our products.

If you participated in the Ω MEGA survey, I want to thank you very much for your time and assure you it was time well spent.

Best regards,

A handwritten signature in black ink that reads "Carol D. Esau". The signature is written in a cursive, flowing style.

Carol D. Esau

Table of Contents

Message to the Customer 1

DataDirect Technologies 3

About this Report 4

2002 ΩMEGA NorthFace ScoreBoardSM Award Winner 5

Report from Independent Auditor 6

Customer Satisfaction Results 7-11

The Voice of Our Customers 12

DataDirect Technologies Service Offerings 13

Customer Relationships are Paramount 14



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About DataDirect Technologies

Data connectivity is not the most visible piece of a business application but it's certainly one of the most vital. Think about the spark plugs under the hood of your car - you don't think about them much - but try to run your car without them! Even though the connections are unseen, they are crucial to making your applications run smoothly.

At DataDirect Technologies, our entire business is about connecting your software to data. Whether that software is a corporate application or the product you sell. Our goal is to help software developers enjoy the best experience connecting their applications to data.

One of the ways we do that is our commitment to industry standards. The world of information technology is so complex. We help you simplify the task of connecting applications across multiple standards, platforms and data sources. Our database drivers offer the best implementation of industry standards - ODBC, JDBC, ADO.NET, and XML - and the latest support for database versions and features. Our drivers are high quality products that are rigorously tested across multiple databases and platforms and continually improved. We've already done the coding and testing so developers can focus on the core business logic. All this adds up to fast, reliable access to data and getting applications to market faster.

We've been in the data connectivity business a long time - over 15 years of development experience. We pioneered the first ODBC standard with Microsoft and used that expertise to help Sun do the same with JDBC for the Java world. We were

the first vendor to ship data providers for the Microsoft .NET platform, and the only vendor licensed to use Microsoft's test suite for .NET. Our development experts participate in a number of expert panels, including data connectivity standards for Java and the upcoming SQL/XML and XQuery data standards. We work with standards bodies like W3C (World Wide Web Consortium) to help take web services standards to the next stage of evolution.

But what really separates us from our competitors is our technical support. When you need answers, we've got them. Because data connectivity is our core focus, we can answer your questions quickly. Our support engineers are experts on database APIs and we've got years invested in building the industry's largest, most in-depth data connectivity knowledgebase.

Ask some of our customers about us - Microsoft, IBM, webMethods, Sybase, IONA - to name a few - they all embed our components as part of their core product offerings. Our data connectivity components are embedded in hundreds of other leading software products and relied on by corporations worldwide, including 96 of the Fortune 100.

datadirect-technologies.com

Your Software, Our Technology -
Experience the Connection.

About This Report

DataDirect Technologies commissioned an independent, quality-auditing firm, ΩMEGA Management Group Corp., to benchmark customer perception of DataDirect Technologies Telephone Support, Electronic Support, and Overall Support Services.

Demographics

Over 790 DataDirect Technologies customers were contacted via telephone to determine the level of customer satisfaction with DataDirect Technologies support worldwide.

Methodology

The data was collected by randomly calling customers who use DataDirect Technologies' support. Respondents were asked to rate categories including Telephone Support, Electronic Support, and Overall Support Services.

Scale

Respondents were asked to rate their satisfaction with DataDirect Technologies' support by using a scale from 1.0 to 5.0 (1.0 representing "Extremely Dissatisfied" to 5.0 representing "Extremely Satisfied").

Rating System

The results were presented in two (2) standard measuring methodologies. The first was percent satisfied and the second was weighted average. The purpose of the two rating methodologies was to provide the DataDirect Technologies' Management Team with percent satisfaction, which is the traditional method of measuring satisfaction, and the weighted average, which is used to help manage the organization to exceed customers' expectations.

Percent (%) Satisfied (Sat.)

For each question, the percent satisfied was calculated by summing the respondents' answers for each of the scales (5, 4, 3) then dividing the answer by the total number of respondents.

Weighted Average (Rate)

For each question, the weighted average was determined by multiplying the number of respondents' answers in each of the scales, (1.0-5.0), by the value of each scale, (1.0-5.0), and then summing the results and dividing by the total number of respondents.

ΩMEGA Management Group Corp.

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Congratulations – DataDirect Technologies Awarded the ΩMEGA NorthFace ScoreBoardSM Award for the Second Consecutive Year.



The NorthFace ScoreBoardSM Award is presented annually by ΩMEGA Group to organizations who not only offer exemplary service to its customers but also who center their existence on a deep commitment to exceed all customer expectations. The customer-centric vision is to create a customer culture around the principals of respecting, empowering and trusting in others. It is a widely accepted truth that customer-centric organizations foster individuals who have a sense of mission about their lives and their work. The year-long process begins each calendar year in January and closes in late December. At that time, the customer satisfaction scores are tallied and the winners are announced in late January. Winners of the awards are then publicly recognized by ΩMEGA in press release articles to the trades. This year seventy-five companies, representing many industry segments, were judged across the United States. This wide spectrum of high technology companies' customer satisfaction scores were reviewed and evaluated for exceeding customer expectations. Categories included were technical support, field service, account management and training. The evaluation method used by ΩMEGA is the weighted average score for the above calendar year.

The first criteria in the nomination process is scheduled periodic measurement of customer satisfaction. Additionally, customer service organizations must achieve a four point zero or above out of a possible five point zero score in any of the categories. Our market research indicates that these organizations that consistently achieve a four point zero or above are building customer loyalty. This is the level that significantly raises the bar on competitors. The candidates included companies who are innovators and pioneers in implementing tools and processes that exceed customers' expectations.

We chose Mount Everest to symbolize our award because we believe that the enormous effort required to conquer the world's most difficult mountain compares favorably with the effort required to achieve World Class Customer Service. The ΩMEGA NorthFace ScoreBoardSM Award proudly solutes, supports and recognizes those organizations with the courage of their convictions, those with the courage to "do the right thing"... to exceed customer expectations.

We again congratulate DataDirect Technologies for its outstanding achievement.
Sincerely,

Richard Castellano
Chief Customer Officer
"Building... Customers For Life"

Mount Everest - The North Face

J s he Fac s



Elevation:

29, 035'; five miles up; the world's highest summit is at about cruising altitude of a jet

Local Names:

Sagarmatha (Nepal)
Chomolungma (Tibet)

First Ascent:

1953, Sir Edmund Hillary, NZ
and Tenzing Norgay, Nepal

Because it's there:

in 1924, George Mallory and Andrew Irvine, GBR, were last seen going strong for the top. It is unknown if they reached the summit before disappearing.

First Oxygenless Ascent:

1978, Reinhold Messner & Peter Habeler, AUS

As good a reason as any:

"Expeditions are good spacers – time and distance for weighing and evaluating life back home as well as beginning to understand somewhere new." – Pete Boardman, 1975, from "Everest the Hard Way"

Report from Independent Auditor



DataDirect Technologies

The OMEGA Group

139 Billerica Road
Chelmsford, MA 01824
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December 31, 2002

Report of Independent Survey Auditors

We have audited the customer base of DataDirect Technologies, through December 31, 2002. These customer survey statements are the result of our independent survey of customers. Our responsibility is to express an opinion on these customer satisfaction statements based on our survey audits.

We conducted our customer survey audits in accordance with generally accepted survey auditing standards. Those standards require that we plan and perform the customer survey audit to obtain reasonable assurance about whether the customer satisfaction statements are free of material misstatement. An audit includes examining evidence supporting the statements and disclosures regarding the quality of service provided and the overall service satisfaction. We believe that our survey audit provides a reasonable basis for our opinion.

In our opinion, the customer satisfaction statements in this report, present fairly, in all material respects, the customer satisfaction position of DataDirect Technologies, as of December 31, 2002 with our generally accepted customer satisfaction survey principles.

Chief Customer Officer

OMEGA Management Group Corp.
Chelmsford, Massachusetts

Customer Satisfaction North America



Telephone Support

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%	#	%
1. Ability to reach technical personnel in a timely manner.	592	96%	4.1	234	40%	229	39%	105	18%	18	3%	6	1%		
2. Ability to understand and identify your problem.	248	94%	4.1	98	40%	92	37%	43	17%	10	4%	5	2%		
3. Timeliness of answer/workaround from date of reporting to resolution.	505	90%	3.9	177	35%	183	36%	97	19%	35	7%	13	3%		
4. Effectiveness of the answer/workaround.	480	90%	4.0	200	42%	160	33%	71	15%	29	6%	20	4%		
5. Software skill level.	490	97%	4.2	199	41%	185	38%	92	19%	12	2%	2	0%		
6. Ability to keep you advised of problem status.	541	92%	4.0	206	38%	196	36%	97	18%	34	6%	8	1%		
7. Professional attitude and courtesy.	593	100%	4.6	382	64%	177	30%	32	5%	0	0%	2	0%		
8. Effectiveness of problem escalation management.	65	86%	3.8	21	32%	21	32%	14	22%	4	6%	5	8%		
TOTALS	3514			1517		1243		551		142		61			
				AVG.		AVG.		AVG.		AVG.		AVG.			
				94%	4.1	43%	35%	16%	4%	2%					

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)
Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1- Extremely Dissatisfied

Electronic Support

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%	#	%
1. Ease of gaining web access to the technical knowledge base.	251	86%	3.6	52	21%	99	39%	65	26%	25	10%	10	4%		
2. Ease of resolving technical issues via on-line support systems.	208	80%	3.3	22	11%	69	33%	76	37%	29	14%	12	6%		
3. Ease of tracking problem status and issues on the web.	139	94%	3.9	38	27%	60	43%	33	24%	6	4%	2	1%		
TOTALS	598			112		228		174		60		24			
				AVG.		AVG.		AVG.		AVG.		AVG.			
				86%	3.6	19%	38%	29%	10%	4%					

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)
Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1- Extremely Dissatisfied

Overall Support Services

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%	#	%
1. Overall quality of technical support.	451	96%	4.0	113	25%	235	52%	87	19%	13	3%	3	1%		
TOTALS	451			113		235		87		13		3			
				AVG.		AVG.		AVG.		AVG.		AVG.			
				96%	4.0	25%	52%	19%	3%	1%					

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)
Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1- Extremely Dissatisfied

Telephone Support

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%		
Please rate the following:															
1. Ability to reach technical personnel in a timely manner.	154	97%	4.0	40	26%	73	47%	37	24%	3	2%	1	1%		
2. Ability to understand and identify your problem.	42	100%	4.0	11	26%	19	45%	12	29%	0	0%	0	0%		
3. Timeliness of answer/workaround from date of reporting to resolution.	150	92%	3.8	44	29%	56	37%	38	25%	7	5%	5	3%		
4. Effectiveness of the answer/workaround.	147	88%	3.8	44	30%	49	33%	37	25%	10	7%	7	5%		
5. Software skill level.	143	96%	4.0	47	33%	61	43%	29	20%	4	3%	2	1%		
6. Ability to keep you advised of problem status.	155	93%	3.9	46	30%	71	46%	27	17%	5	3%	6	4%		
7. Professional attitude and courtesy.	167	99%	4.4	84	50%	70	42%	11	7%	2	1%	0	0%		
8. Effectiveness of problem escalation management.	21	81%	3.5	6	29%	4	19%	7	33%	3	14%	1	5%		
TOTALS	979			322		403		198		34		22			
						AVG.		AVG.		AVG.		AVG.		AVG.	
						33%		41%		20%		3%		2%	

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)

Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1 - Extremely Dissatisfied

OmegaLabs
Overall Score
94% 4.0

Electronic Support

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%		
Please rate the following:															
1. Ease of gaining web access to the technical knowledge base.	84	88%	3.6	14	17%	36	43%	24	29%	7	8%	3	4%		
2. Ease of resolving technical issues via on-line support systems.	80	90%	3.5	14	18%	28	35%	30	38%	3	4%	5	6%		
3. Ease of tracking problem status and issues on the web.	49	92%	3.7	11	22%	20	41%	14	29%	2	4%	2	4%		
TOTALS	213			39		84		68		12		10			
						AVG.		AVG.		AVG.		AVG.		AVG.	
						18%		39%		32%		6%		5%	

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)

Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1 - Extremely Dissatisfied

OmegaLabs
Overall Score
90% 3.6

Overall Support Services

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%		
Please rate the following:															
1. Overall quality of technical support.	158	96%	3.9	37	23%	78	49%	37	23%	4	3%	2	1%		
TOTALS	158			37		78		37		4		2			
						AVG.		AVG.		AVG.		AVG.		AVG.	
						23%		49%		23%		3%		1%	

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)

Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1 - Extremely Dissatisfied

OmegaLabs
Overall Score
96% 3.9

Customer Satisfaction Worldwide

Telephone Support

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%	#	%
1. Ability to reach technical personnel in a timely manner.	746	96%	4.1	274	37%	302	40%	142	19%	21	3%	7	1%		
2. Ability to understand and identify your problem.	290	95%	4.1	109	38%	111	38%	55	19%	10	3%	5	2%		
3. Timeliness of answer/workaround from date of reporting to resolution.	655	91%	3.9	221	34%	239	36%	135	21%	42	6%	18	3%		
4. Effectiveness of the answer/workaround.	627	89%	4.0	244	39%	209	33%	108	17%	39	6%	27	4%		
5. Software skill level.	633	97%	4.1	246	39%	246	39%	121	19%	16	3%	4	1%		
6. Ability to keep you advised of problem status.	696	92%	4.0	252	36%	267	38%	124	18%	39	6%	14	2%		
7. Professional attitude and courtesy.	760	99%	4.5	466	61%	247	33%	43	6%	2	0%	2	0%		
8. Effectiveness of problem escalation management.	86	85%	3.7	27	31%	25	29%	21	24%	7	8%	6	7%		
TOTALS	4493			1839		1646		749		176		83			
				AVG.		AVG.		AVG.		AVG.		AVG.			
				41%		37%		17%		4%		2%			

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)
Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1- Extremely Dissatisfied

OmegaLabs Overall Score
 94% 4.1

Electronic Support

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%	#	%
1. Ease of gaining web access to the technical knowledge base.	335	87%	3.6	66	20%	135	40%	89	27%	32	10%	13	4%		
2. Ease of resolving technical issues via on-line support systems.	288	83%	3.4	36	13%	97	34%	106	37%	32	11%	17	6%		
3. Ease of tracking problem status and issues on the web.	188	94%	3.9	49	26%	80	43%	47	25%	8	4%	4	2%		
TOTALS	811			151		312		242		72		34			
				AVG.		AVG.		AVG.		AVG.		AVG.			
				19%		38%		30%		9%		4%			

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)
Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1- Extremely Dissatisfied

OmegaLabs Overall Score
 87% 3.6

Overall Support Services

Questions	Responses	Ratings:										Extremely Dissatisfied			
		Score		5		4		3		2		1		Extremely Dissatisfied	
		Sat.	Rate	#	%	#	%	#	%	#	%	#	%	#	%
1. Overall quality of technical support.	609	96%	4.0	150	25%	313	51%	124	20%	17	3%	5	1%		
TOTALS	609			150		313		124		17		5			
				AVG.		AVG.		AVG.		AVG.		AVG.			
				25%		51%		20%		3%		1%			

NOTE: Sat. = Satisfied (5 - Extremely Satisfied + 4 + 3)
Ratings Legend: 5 - Extremely Satisfied; 4; 3; 2; 1- Extremely Dissatisfied

OmegaLabs Overall Score
 96% 4.0

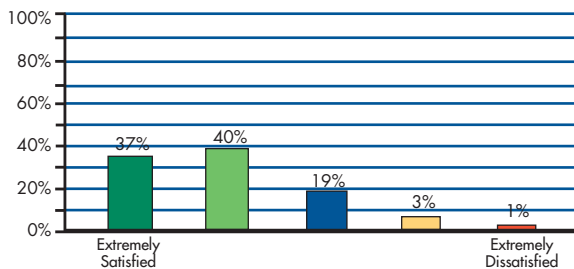
DataDirect Technologies...ScoreBoardSM

Telephone Support Satisfaction (Worldwide)

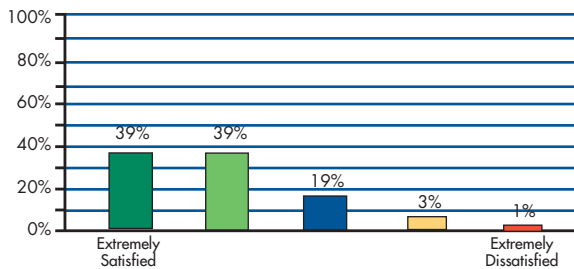
Ability to reach technical personnel in a timely manner	96%
Ability to understand and identify your problem.....	95%
Timeliness of answer/workaround from date of reporting to solution.....	91%
Effectiveness of the answer/workaround	89%
Software skill level	97%
Ability to keep you advised of problem status	92%
Professional attitude and courtesy	99%
Effectiveness of problem escalation management	85%
OVERALL SCORE	94%

Percent satisfied was determined by combining the total number of responses in the categories of exceeded expectations, performed above expectations and met expectations.

Ability to Reach Technical Personnel in a Timely Manner



Software Skill Level



Telephone Support (Worldwide)

One of the most important "Best-in-Class" metrics for successful companies is providing exceptional Telephone Support to their customers.

Note the high scores in every category used to judge customer satisfaction.

An overwhelming 99% of customers audited said DataDirect Technologies' Telephone Support met or exceeded their expectations in "Professional Attitude and Courtesy" and 97% said likewise for "Software Skill Level."

It's the important areas:

- 96% responded with met or exceeded expectations in "Ability to Reach Technical Personnel in a timely manner."
- 95% responded with met or exceeded expectations in "Ability to Understand and Identify Your Problem."
- 92% responded with met or exceeded expectations in "Ability to Keep You Advised of Problem Status."
- 91% responded with met or exceeded expectations in "Timeliness of Answer/Workaround From Date of Reporting to Resolution."

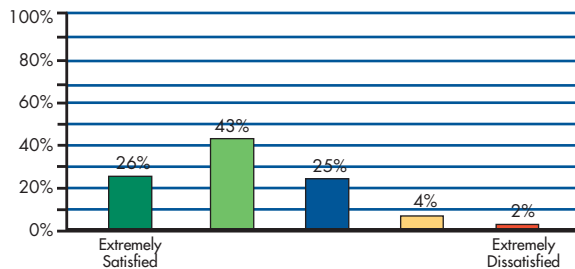
DataDirect Technologies...ScoreBoardSM

Electronic Support Satisfaction (Worldwide)

Ease of gaining web access to the technical knowledge base	87%
Ease of resolving technical issues via on-line support systems.....	83%
Ease of tracking problem status and issues on the web	94%
OVERALL SCORE	87%

Percent satisfied was determined by combining the total number of responses in the categories of exceeded expectations, performed above expectations and met expectations.

Ease of Tracking Problem Status and Issues on the Web



Electronic Support (Worldwide)

Another important "Best-in-Class" metric for successful companies is providing exceptional Electronic Support to their customers.

94% of customers audited said DataDirect Technologies' Electronic Support met or exceeded their expectations in "Ease of Tracking Problem Status and Issues On the Web."

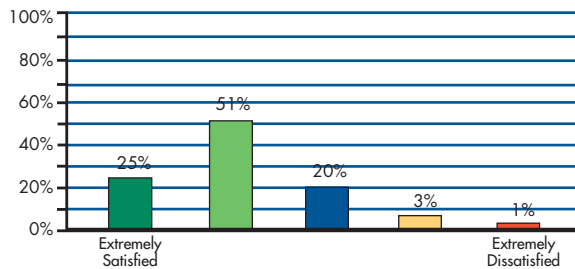
DataDirect Technologies...ScoreBoardSM

Overall Support Services(Worldwide)

Overall quality of technical support	96%
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Percent satisfied was determined by combining the total number of responses in the categories of exceeded expectations, performed above expectations and met expectations.

Overall Quality of Technical Support



Overall Support Services (Worldwide)

Another important "Best-in-Class" metric for successful companies is providing exceptional Overall Support Services to their customers.

A significant 96% of customers audited said DataDirect Technologies' Overall Support Services met or exceeded their expectations in "Overall Quality of Technical Support."

The Voice of Our Customers

We treat every interaction with our customers as an important opportunity to learn, to improve. Every day, they call on the phone and email us. They speak to us at our offices, at trade shows and conferences, airports and over dinner.

Customers' feedback assists us in understanding their immediate needs as well as anticipating their future needs. This is how we can grow and provide innovative solutions. Each year, we rededicate ourselves to hearing and reacting to our customers - here are a few examples of what they have told us!



"I think they are the best in the business. Fast response, correct diagnoses and very helpful."

"Overall people have been friendly, patient, professional and knowledgeable. We have had unusual complex problems that required more insight than normal."

"Technical support is exceptional. They are very professional and knowledgeable."

"Was very happy with the response time, the solution that was given and how smooth the transition went when changing from one person to another."

"The person who helped me gave me excellent resources. Very pleased with the experience."

"I've noticed a large improvement in the feedback and the time it takes to resolve issues."

"Service level is excellent and we are very happy with it."

"I'm very surprised at how quickly I was able to get through to someone in technical support."

"Impressed with the talent of the people I have worked with."

"I appreciate the quality of their service."

Highlights of Our SupportLink Offerings Include:

SupportLink Live - Call us . We are ready to answer your questions any time of the day or night.

SupportLink OnLine - It's your private website for automated case reporting, KnowledgeBase, product updates, lifecycle information, documentation and service packs.

- On line case reporting - Report new problems, track the status of your case and request enhancements. Or email us if you prefer.
- KnowledgeBase - It's the most extensive in the industry when it comes to data connectivity.
- Free product updates - You're entitled to all software revisions, enhancements and corrections.

SupportLink Consulting - Additional consulting services can help you with the short-term projects-from performance testing to debugging code to training.

SupportLink ConnectLab - Test your applications and products against leading platforms and databases. (available for an additional fee)

DataDirect Connections - electronic newsletter full of technical tips and information on product releases!



TSANet Members: We're part of one of the largest multivendor support alliances in the high tech industry today. All members agree to work with each other cooperatively to solve mutual customer issues.

Customer Relationships Are Paramount To Us



At DataDirect Technologies we have been working hard to exceed customer expectations and satisfaction levels. We are constantly listening to feedback from our customers and improving our processes to fit their needs.

The relationships we have established over the years with our customers are vital and we take them very seriously.

Our customers continually come back to us for support because we provide them with a comfortable and easy way to access us! Good relationships, satisfied customers!

SupportLink is a major way in which we will allow "Your Software to Experience the Connection."

