SECURITIES AND EXCHANGE COMMISSION
Washington, D.C., 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

June 25, 2001
Date of Report (Date of earliest event reported)

Acxiom Corporation
(Exact name of registrant as specified in its charter)

Delaware	0-13163	71-0581897
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

P.O. Box 8180, 1 Information Way, Little Rock, Arkansas 72203-8180
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (501) 342-1000

ITEM 5. OTHER EVENTS AND REGULATION FD DISCLOSURE On June 25, 2001, Acxiom Corporation (the "Acxiom" or the "Company") issued a press release announcing its anticipated financial results for the first quarter of fiscal 2002 and held a telephone conference call regarding its anticipated financial results for the first quarter. Acxiom's press release and prepared comments for the conference call are attached as Exhibits to this report and are incorporated herein by reference. This Form 8-K contains forward-looking statements that are subject to certain risks and uncertainties that could cause actual results to differ materially; such statements include but are not necessarily limited to the following: 1) that sales of AbiliTec will continue to be strong; 2) that there will continue to be strong customer demand for AbiliTec; 3) that AbiliTec will continue to drive the long-term success of the Company; 4) that the Company is quickly accomplishing its goal of AbiliTec becoming the de facto standard for Customer Data Integration; 5) that AbiliTec can provide tremendous value to companies that seek to grow revenue, satisfy customers and control costs; 6) that the adoption of subscription revenue recognition for AbiliTec revenues was the right choice for the Company and such adoption will have the expected impact and effect upon the Company, including, but not limited to, many long term benefits, a better matching of cash flow to earnings and will allow the business of Acxiom to be more predictable and transparent; 7) that the write-offs and charges will be within the indicated ranges; 8) that the revenue and earnings projections will be within the indicated ranges; 9) that the adoption of SAB 101 will have the indicated impact; 10) that the Company will be able to effectively implement and continue its expense reduction efforts, within the indicated ranges; 11) that the Company's cash flow will be within the indicated range; 12) that the indicated revenue, earnings per share, cash flow, tax rate, depreciation, amortization, capital expenditures, software development and the indicated growth rates for future periods will be within the indicated amounts and ranges; 13) that the economic environment and business conditions will remain difficult to predict and that general economic activity could continue to decline. The following are important factors, among others, that could cause actual results to differ materially from these forward-looking statements. With regard to all statements regarding AbiliTec: the complexity and uncertainty regarding the development of new software and high technologies; the difficulties associated with developing new AbiliTec products and AbiliTec Enabled Services; the loss of market share through competition or the acceptance of these or other Company offerings on a less rapid basis than expected; changes in the length of sales cycles; the introduction of competent, competitive products or technologies by other companies; changes in the consumer and/or business information industries and markets; the Company's ability to protect proprietary information and technology or to obtain necessary licenses on commercially reasonable terms; the impact of changing legislative, accounting, regulatory and consumer environments in the geographies in which AbiliTec will be deployed. With regard to the statements that generally relate to the business of the Company: all of the above factors; the fact that the financial numbers listed herein are estimates and ranges that are based on the Company's understanding of current facts and circumstances; the possibility that certain contracts may not be closed; the possibility that economic or other conditions might lead to a reduction in demand for the Company's products and services; the possibility that the current economic slowdown may worsen and/or persist for an unpredictable period of time; the possibility that significant customers may experience extreme, severe economic difficulty; the continued ability to attract and retain qualified technical and leadership associates and the possible loss of associates to other organizations; the ability to properly motivate the sales force and other associates of the Company; the ability to achieve cost reductions and avoid unanticipated costs; changes in the legislative, accounting, regulatory and consumer environments affecting the Company's business including but not limited to litigation, legislation, regulations and customs relating to the Company's ability to collect, manage, aggregate and use data; data suppliers might withdraw data from the Company, leading to the Company's inability to provide certain products and services; short-term contracts affect the predictability of the Company's revenues; the potential loss of data center capacity or interruption of telecommunication links; postal rate increases that could lead to reduced volumes of business; customers that may cancel or modify their agreements with the Company; the successful integration of any acquired businesses and other competitive factors. With respect to the providing of products or services outside the Company's primary base of operations in the U.S.: all of the above factors and the difficulty of doing business in numerous sovereign jurisdictions due to differences in culture, laws and regulations. Other factors are detailed from time to time in the Company's periodic reports and registration statements filed with the United States Securities and Exchange Commission. Acxiom believes that it has the product and technology offerings, facilities, associates and competitive and financial resources for continued business success, but future revenues, costs, margins and profits are all influenced by a number of factors, including those discussed above, all of which are inherently difficult to forecast. Acxiom undertakes no obligation to update the information contained in this Form 8-K or any other forward-looking statement.

ITEM 7. FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits.

99(a) June 25, 2001 Press Release.

99(b) Acxiom's prepared comments for the June 25, 2001 telephone conference call discussing Acxiom's anticipated first quarter.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Acxiom Corporation

Date: June 25, 2001

/s/ Catherine L. Hughes
Catherine L. Hughes
Secretary and Corporate Counsel

EXHIBIT 99(a)

Robert S. Bloom Company
Financial Relations Leader
Acxiom Corporation (501) 342-1321

Acxiom® Corporation Expects Revenue Shortfall and Earnings Miss;
Significant Cost-Reduction Actions Taken

LITTLE ROCK, Ark - June 25, 2001--Acxiom® Corporation (Nasdaq: ACXM) announced today that it anticipates that revenue and earnings for the first quarter of fiscal 2002 ending June 30, 2001 will be below the Company's previously stated expectations. The Company also announced significant cost-reduction efforts, including a 7 percent workforce reduction, to better position the Company in subsequent quarters to address the weakened economy. Acxiom will hold a conference call at 8:30 a.m. CDT today to discuss this information further. Interested parties are invited to listen to the call, which will be broadcast via the Internet at www.acxiom.com. Additional detailed financial information will be issued in the quarterly earnings news release on July 23, 2001 as previously scheduled. Acxiom expects that first quarter revenues will be approximately $205 million, resulting in an operating loss of $3 million to $6 million and a per share loss of $.06 to $.09 adjusting for non-recurring items. The Company further expects to take primarily non-cash write-offs in the range of up to $80 million to $90 million attributable to a restructuring of operations. It is anticipated that the cash portion of this write-off will be approximately $9 million. "Despite strong competitive viability of our products and services in the marketplace, good Company fundamentals and previous cost-reduction programs, Acxiom's business performance continues to be significantly impacted by the severe economic downturn," Company Leader Charles D. Morgan said. "Although our customer base represents some of the leading companies in the world, these same companies are aggressively managing their costs and deferring projects and large purchases. "For the past five years, we have been migrating from mainframes to servers and more recently to AbiliTec-driven processes at Acxiom. Due to the economic situation, we are now accelerating our focus on the new technologies we have developed, and in this economic climate we can no longer carry the burden of both the old and the new technology. That has led us to make this change in strategy, which has led to the write-off of some of our old technology," Morgan continued. "We are aggressively reducing expenses to achieve positive results in this tough economy," Morgan said. "There is not sufficient evidence that the economic slowdown is reversing. As our cost structure is largely fixed, we are taking definitive cost-reduction actions to protect the Company against slower than expected revenue growth. These actions will include a 7 percent workforce reduction, or approximately 400 associates, further pay cuts for many Acxiom leaders, and reductions in computer expenses, building costs, consulting and outside services and other items. We are taking a substantial charge to earnings for these restructuring actions, impairment of assets and other adjustments. "While we expect to meet our expense targets for Q1, this workforce reduction and restructuring were necessary because of continued economic weakness leading to slowed revenue growth," Morgan said. "We expect the expense reduction actions we have announced today to reduce expenses by an additional $17 million to $20 million per quarter beginning in Q2, resulting in an anticipated quarterly base operating expense run rate of less than $200 million." Morgan said Acxiom leaders remain confident about the Company's future. "We continue to be very excited about the long-term prospects of our business and the impact AbiliTec will have in the Customer Data Integration space," Morgan said, "and we believe these expense actions make Acxiom much leaner so that when the economy recovers, we will be positioned extremely well for significant long-term success." "It is important to note that the quarter ending in June has historically been our weakest seasonal quarter. Going into the second quarter we expect to have several new business wins that will begin contributing revenue in the quarter. Coupled with a good pipeline of active proposals, we believe that this new cost base provides the appropriate foundation for continuously improving profits." Outlook The financial projections stated today are based on the Company's current expectations. These projections are forward looking and actual results may differ materially. These projections do not include the potential impact of any mergers, acquisitions, divestitures or other business combinations that may be completed in the future. Our current assumption concerning general economic activity is that we do not expect substantial improvement during this fiscal year and our guidance is structured accordingly. For the second quarter ending September 30, 2001, the Company expects revenue in the range of $215 million to $225 million and earnings per share of $.05 to $.10. Despite a weak economy we expect to generate sequentially improving profits for the balance of fiscal year 2002. Assuming no significant improvements in general economic conditions, we expect $880 million to $900 million in revenues for fiscal 2002. We expect earnings per share for fiscal 2002 of $.28 to $.33, adjusting for non-recurring items in the first quarter. Earnings per share for the following four quarters, beginning July 1, 2001, are expected to be in the range of $.50 to $.55. About Acxiom Corp. Acxiom Corporation, a global leader in Customer Data Integration (CDI) and customer recognition infrastructure, enables businesses to develop and deepen customer relationships by creating a single, accurate view of their customers across the enterprise. Acxiom achieves this by providing Customer Data Integration software, database management services, and premier customer data content through its AbiliTecTM, Solvitur® and InfoBase® products, while also offering a broad range of information technology outsourcing services. Founded in 1969, Acxiom (Nasdaq: ACXM) is based in Little Rock, Arkansas, with locations throughout the United States and with operations in the United Kingdom, France, Spain and Australia. Acxiom revenues were $1.01 billion for the fiscal year ended March 31, 2001. For more information, please visit www.acxiom.com. Acxiom, InfoBase and Solvitur are registered trademarks of Acxiom, RTC, Inc. AbiliTec is a trademark of Acxiom Corporation. This press release and the conference call to be held today contains forward-looking statements that are subject to certain risks and uncertainties that could cause actual results to differ materially; such statements include but are not necessarily limited to the following: 1) that sales of AbiliTec will continue to be strong; 2) that there will continue to be strong customer demand for AbiliTec; 3) that AbiliTec will continue to drive the long-term success of the Company; 4) that the Company is quickly accomplishing its goal of AbiliTec becoming the de facto standard for Customer Data Integration; 5) that AbiliTec can provide tremendous value to companies that seek to grow revenue, satisfy customers and control costs; 6) that the adoption of subscription revenue recognition for AbiliTec revenues was the right choice for the Company and such adoption will have the expected impact and effect upon the Company, including, but not limited to, many long term benefits, a better matching of cash flow to earnings and will allow the business of Acxiom to be more predictable and transparent; 7) that the write-offs and charges will be within the indicated ranges; 8) that the revenue and earnings projections will be within the indicated ranges; 9) that the adoption of SAB 101 will have the indicated impact; 10) that the Company will be able to effectively implement and continue its expense reduction efforts, within the indicated ranges; 11) that the Company's cash flow will be within the indicated range; 12) that the indicated revenue, earnings per share, cash flow, tax rate, depreciation, amortization, capital expenditures, software development and the indicated growth rates for future periods will be within the indicated amounts and ranges; 13) that the economic environment and business conditions will remain difficult to predict and that general economic activity could continue to decline. 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EXHIBIT 99(b)

Notes for Conference Call
June 25, 2001
8:30 a.m. CDT

Good Morning. With us this morning are Charles Morgan, Bob Bloom, Caroline Rook and several other Acxiom leaders. We announced an earnings warning earlier this morning and have scheduled this conference call to discuss this announcement. Obviously we haven't completed the quarter. This announcement is based on our best estimate of the quarterly results available to us at this time. We, therefore, won't have answers to all of your questions, but we will do the best we can to answer your questions after our prepared remarks. I will now turn it over to our Company Leader, Charles Morgan for his comments.

MORGAN'S COMMENTS

o Spelled out what we know in the news release
o Don't have final numbers, so not all the details
o Looks like about a $15mm to $20 mm Q1 Revenue miss from previous guidance
o Our revenues continue to be seriously impacted by the economic climate.
o We have maintained our customer bases, but experienced weak revenues across all lines of business.
o Rodger and Bob will give more details on the financials and I will give more details of Acxiom's plan to improve results for the rest of the year.
o We have said before that many clients/prospects simply are not spending money and that has remained the case. Our backlog of proposals outstanding is

very strong. That backlog gave us confidence that we would meet what we thought was a conservative Q1 forecast.
o But I do not have to tell you companies are delaying major purchases and the new business expected during the quarter has been delayed in many cases into Q2.
o Simple as that -
o Ad hoc project work - once automatic, has tapered way off
o Size of those ad hoc projects is down
o Others are being delayed o However, we now have better picture of true "core" revenue in a tough economy.
o And in recent weeks we have worked hard to learn customer plans for Q2. I emphasize that we have spent more time getting a revenue forecast tied down than ever before.
o As a result of this effort and Q1 revenues, we are changing our assumptions about the base level of revenue and the growth for the year.
o That forces us to take major steps to reduce costs.
o In the press release we outline several major actions.
o Payroll and Consulting costs will be reduced by almost $10 million per quarter beginning in Q2
o Computer and other computer related costs will be reduced approximately 5MM
o Other cost reductions resulting from facility consolidation, reductions in Advertising, and other actions will add a couple of million more to the drop in quarterly expense run rate.
o These actions should reduce next quarter's run rate on expenses by $17 million to $20 million below the run rate we had going into Q1.
o We detailed in April a list of spending cuts we were going to make in Q1, and today I can tell you that we hit those targets. Our shortfall was entirely revenue related. o However, we expect Q2 revenues to increase between $10 million and $20 million over our Q1 revenues. Virtually all of that increase comes from new business that has already been won and in most cases is already underway. I'll give you more details on this point later in my comments.
o And we are assuming for the purposes of earnings guidance no run rate improvement due to seasonality.
o Including anticipated hardware sales, our revenues of $215 million to $225 million for Q2 will be matched with base operating expenses of less than $200 million, plus the cost of hardware sold.
o As a result we are comfortable with the $.05 to $.10 guidance for Q2. The state of our business and the economy this quarter have caused us to make some key changes in our future approach to running Acxiom.
o The visible sign of that in this release is the size of the nonrecurring charge.
o As we have said many times over the last several years, Acxiom has been going through an enormous transition.
o Moved from a mainframe services company to a server based services company. And we have deployed numerous other new technologies such as a 20 Million investment in virtual tape technology. These investments have made us more efficient and able to deliver more value to customers.
o Moved from batch based marketing database solutions to real-time supporting a wide array of CRM activities.
o Of course the biggest change is the development and rollout of AbiliTec as the foundation of all that we do. It has changed every services solution and every product that Acxiom delivers today.
o The result is a totally new company from the one of 5 or 6 years ago. And today that effort has helped us be recognized as the industry leader by Gartner Group and others. Acxiom has developed the CDI space.
o AbiliTec is a resounding success by any measure - and remains the key factor influencing our future.
o We have made many investments - some great and some not so great - that have been absorbed by our 10-year record of 30% annual growth rate.
o Today, with our sharpened focus on our new business strategy, some of those investments that are part of our past cannot be carried in the environment of today.
o We will concentrate on our core business and what we do best.
o As I told you before, the size of our backlog is great, and we have closed significant new business.
o Important to understand that the Q1 revenue number doesn't tell the whole story.
o Because of our new subscription method of revenue recognition for data licenses, design-and-build services fees and AbiliTec, there is a lot of work being down at Acxiom during Q1 for which we are not recognizing revenue.
o We've got about 20 new deals that will contribute revenue in Q2 and Q3. These new opportunities added little or no revenue in Q1.
o In fact, we'll book more than $5 million in Q2 alone on these 20 deals, which total more than $130 million over the life of the contracts
o These include:
o AbiliTec deals with two major on-line financial institutions, a cable TV company and a data company.
o Database services deals with a major insurance company, two large financial institutions and a financial services company
o Data licenses with two telecommunications company and an internet service

provider
o And there's an AbiliTec component to all the services-related deals I've just mentioned - which will contribute $1.5 million to $2.5 million in Q2.
o That is an important part of the $130 million in deals that will contribute $5 million in Q2.
o And then there's the pipeline - includes many more deals with a high probability of closing soon. They average over three years and represent more than $250 million over the life of the contracts
o That's more than $80 million a year - or more than $20 million a quarter.
o Together, the closed deals and the pipeline establish an excellent base for our subscription revenue recognition model.
o These deals in the pipeline include:
o Large AbiliTec deals with a major financial institution and a global business services company that total $20 million over the life of the contracts
o And huge database services contracts with two financial institutions that will include AbiliTec and are much larger than the contracts I just mentioned.
o You can see that there's a lot going on, despite the economy
o Represents the first wave of subscription revenue that will continue to build on itself.
o In addition to the 5 million in new contracts we have growth in existing customer work forecast for Q2 based on the customer input I spoke of earlier.
o These two components - New business committed and mostly under way now along with revenue from existing customers that is being forecast builds to our 215 to 225 number for Q2.
o And might I remind you we'll have that same $5 million of new business in Q3 and for many quarters to come - plus new deals that start kicking in
o We are striving to be very conservative - on purpose
o In fact One of our division leaders told me last night that from his prospective the Q2 forecast was pretty conservative.
o He Doesn't want any more disappointments and neither do I.
o Hope I've been able to give you a clearer look at the factors in play at Acxiom and our plan for improving our financial performance in this tough economic climate.
o Now I'll turn it over to Bob Bloom. Bob.

BLOOM'S COMMENTS

Thank you Charles, and good morning. Before I get started, I would like to mention at this time that this conference call contains forward-looking statements that involve risks and uncertainties, including statements about future growth. Actual results could differ, based upon market conditions and other risks detailed from time to time in the Company's SEC filings. We have included a comprehensive statement concerning the forward-looking nature of this disclosure in our press release. Since you each have access to that press release, we incorporate that statement in its entirety without reading it to you at this time. I would like to reiterate Charles' comment that we have yet to close the quarter and as a result financial information is still limited and preliminary. However, contrary to last quarter, we are now on the subscription method of recognizing revenues for significant parts of our business and as a result, believe we have enough information to comment on the fiscal first quarter. We are all disappointed that we have not met our earlier guidance. Clearly our disappointment is focused on the top line shortfall. The estimated revenues of the quarter of $205 million falls short of the $220 million to $230 million we estimated in our earlier guidance. This shortfall translates directly into the loss from operations before non-recurring items that we currently estimate. The $205 million of revenues reflects a shortfall from all segments of our business and includes the known impact of revenue lost from the Wards business. Other impacts to the projected first quarter revenue include extremely low hardware related revenues together with project related services and Infobase revenues. Included in the first quarter revenue are an expected $3 to 4 million of AbiliTec related revenues. We also expect to report several deals from our channel partners. The AbiliTec results are in line with our expectations and reflect the impact of subscription accounting on the recognized revenues. We also have a $20 million contract pipeline of AbiliTec from two major prospects which we believe will close in Q2. With June representing our seasonally weakest quarter, we believe our current guidance is reflective of very conservative economic assumptions coupled with contracts either completed or imminent to yield the second quarter revenue guidance. The expense cuts that Charles has outlined provide comfort that our earnings forecast is reasonable. Rodger will provide details on the non-recurring charge. Regarding our outlook, I would also suggest that we have effectively pushed our prior fiscal 2002 guidance out one quarter. That is our forward four quarter guidance beginning July 1, 2001 of $ .50 - .55 is just slightly below the $.60 communicated for the year ended 3/31/02 Further information on the quarter will be included in our previously scheduled press release and conference call on July 23 and 24, respectively. I'll now turn it over to Rodger for final comments.

KLINE'S COMMENTS:

Thanks, Bob. Charles and Bob have covered most of the information that we have available this morning. I will briefly explain the write-off. As we explained in the press release earlier this morning, Acxiom has been in the process of migrating from older technology-based solutions to new technology-based solutions for the past several years. We have been migrating from mainframes to servers, and more recently we have been migrating from our traditional customer data integration solutions to AbiliTec-driven processes which are much more efficient and deliver dramatically improved results. These new AbiliTec-driven processes and the newer technology which supports them, have revolutionized Acxiom's capabilities to deliver customer data integration to our customers. Due to the economic situation we have decided to accelerate our focus on these new technologies that we have developed and to accelerate our efforts to eliminate the older technology and processes we have traditionally deployed. In this economic climate we can no longer carry the burden of both the old technology and processes and the new technology and processes. This has led to our decision to change our strategy. This change in strategy has resulted in a restructuring of operations which has led to the write-off of some of our old technology. We expect primarily non-cash write-offs in the range of up to $80 million to $90 million attributed to this restructuring of operations. We expect the cash portion of this write-off to be approximately $9 million. These write-offs include severance associated with the workforce reduction and payroll related items of approximately $12 million, equipment write-downs associated with older technology of $40-$50 million, software related write-downs of approximately $25 million and miscellaneous other write-offs associated with this restructuring. Our expense actions associated with this restructuring of operations are expected to adjust our quarterly run-rate of base operating expenses to below $200 million. We have cut expenses aggressively enough to be confident that we will show profits next quarter and that those profits will increase sequentially quarter by quarter as we close the new business in the pipeline that Charles discussed. As our new subscription revenue phases in as we close this new business, we expect our profits to continually grow over the next several quarters and we expect earnings per share for the next four quarters beginning July 1 to be in the range of $.50 to $.55. That completes our prepared remarks. We'll now open the floor for a brief question and answer period.

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With that, we will close the question and answer period and the conference call. Thank you for your interest in Acxiom. Bob Bloom and the rest of us will be available to answer individual questions the rest of the day. Thank you.

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With that, we will close the question and answer period and the conference call. Thank you for your interest in Acxiom. Bob Bloom and the rest of us will be available to answer individual questions the rest of the day. Thank you.