



The RedPoint Customer Data Platform Enables Speedeon Data to Keep Pace with Marketers' Demands for Personalized Engagement

Overview

Speedeon Data delivers data-driven solutions that enable marketers to maximize return on spend, realize more relevant and personalized brand experiences, deepen customer engagement, and improve campaign performance. Its clients needed better data faster to innovate their marketing programs, and Speedeon Data sought greater technical agility to meet these needs. It chose RedPoint Global's customer data platform for its flexibility and ease-of-use, which enabled Speedeon Data to dramatically improve its speed-to-market for client marketing programs, and reduce its operational costs to achieve competitive advantages.

The Challenges

As clients have increased their requests for multiple, smaller modifications to support dynamic market changes for more personalized marketing, Speedeon Data quickly realized it needed a nimbler infrastructure than their legacy platform. "Quite often," says Speedeon Data Chief Operating Officer Joshua Shale, "a service provider will develop a data solution, and that's it. Even slight client-requested changes trigger added fees. But for today's marketers, change is natural and constant: It's just how they work."

"Our clients constantly ask for new date ranges and new requirements. They might send over a file with one set of parameters and then – the next week – immediately ask for the same data to be re-processed with added criteria. The requests keep getting more complex, or might even change completely. When this started happening more often, we knew we needed to adapt," says Shale.

Depending on client requirements, Speedeon Data uses a variety of data storage technologies, ranging from flat files to Hadoop environments. "Due to the sequential nature of our work, database languages like SQL aren't always our best solution," says Shale. "Other solutions would have forced us into a database too soon." Speedeon Data expects to use Hadoop extensively in the future, Shale says, and RedPoint's strong Hadoop support will simplify that approach. Speedeon Data selected RedPoint because of its technical flexibility, scalability, and its ease of doing business as a partner.

The Solution

Speedeon Data deployed the RedPoint Customer Data Platform™, selecting the on-premises option, and phased in the use by client project. Once Speedeon Data deployed the technology, they quickly turned around several complex and impactful jobs. It was soon able to optimize a mix of developers and production staff for direct client interaction. Production users now handle all the jobs that don't require substantial changes, while developers step in as client requests become more complex.

Speedeon Data's business model demands a custom approach that requires an early understanding of what success means to each client. The company's developers often build rapid prototypes as part of discovering client requirements. "In RedPoint, it's simple to open a canvas and palette, and start sketching and placing objects," says Shale. As a result, Speedeon Data and its clients can quickly explore possibilities. "I can't tell you how often I hear, 'Oh, we hadn't thought about that,'" Shale says. "It only came up because RedPoint makes it so easy to rapidly kick the tires with data."

OBJECTIVES

- Support end clients' growing needs for flexibility, agility, and resource utilization.
- Help clients take greater advantage of personalized, omnichannel marketing opportunities.
- Serve higher-value markets, expand existing relationships, and embed Speedeon Data more deeply into client business processes.
- Establish a strong foundation for scaling the business.

RESULTS

- Revenue growth from new, high-value clients due to superior speed and agility.
- Enhanced revenue from new service offerings, in managing campaigns as well as data.
- Higher throughput, improved data quality, and higher efficiencies through wider use of automation.
- Greater predictability and consistency in using data to drive marketing programs.
- Enhanced client profitability through improved design and delivery.
- Better datasets for data science model building, training, and tuning.

With RedPoint's automated data quality technology, Speedeon Data is able to deliver better client solutions and meet new needs without increasing its operational costs. This operational efficiency allows for more thorough evaluations of data sources – a practice which allows Speedeon Data to “sniff out” bad data more easily from third-party providers.

Speedeon Data often builds datasets from multiple data sources, another task where RedPoint shines. By using RedPoint technology, Speedeon Data can more easily define business rules to integrate multiple sources into a single file. For example, in a recent “bake-off,” Speedeon Data could more easily resolve duplicate names within the same ZIP code as compared to a larger competitor. To win the competition, they bundled this process as an “automation,” a complete program that includes RedPoint and other processes to automatically handle a complex customer data task.

Speedeon Data uses RedPoint automations to build profitable self-service solutions. Clients benefit from this automated analytical process by submitting numerous small files each day instead of waiting to run a large batch file weekly. Speedeon Data gains substantial benefits from fully or partially automating projects. “That takes almost all the human intervention out of the process, increasing predictability and quality, and helping us baseline turnaround times for greater efficiency,” says Shale. “Today we complete typical customer projects in 12 to 48 hours. Because of RedPoint we have increased our customer projects from 500 a month to well over 1,000.”

The Results

RedPoint has helped Speedeon Data successfully achieve its goal of becoming the provider of choice for marketers who need maximum flexibility and agility – at a lower cost. “If we didn't have RedPoint, it would be a lot harder to make changes for our clients without additional fees. We'd lose one of our biggest differentiators,” Shale says.

Speedeon Data is growing fast, and the company is bringing aboard multiple new salespeople. RedPoint supports this growth by making it easier to deliver more complete and higher-value solutions, while increasing throughput via data automation. This makes it easier for Speedeon Data to scale their business, Shale says.

Speedeon Data depends on RedPoint to help it deliver the right audience profiles and then execute optimized campaigns that drive results for clients whose needs continue to grow in complexity. Speedeon Data is also building a new data science division, which extensively leverages RedPoint technology to achieve its modeling and testing goals. RedPoint's solutions position Speedeon Data strongly for the future, Shale says, and empower the company to do more and succeed more easily than before.

Background

Since 2008, Speedeon Data has driven successful omnichannel marketing programs for leading brands in retail, banking, insurance, residential services, high tech, and other industries. Speedeon Data enables marketers to succeed by maximizing their return on marketing spend through the collaborative development of innovative data solutions that identify and engage customers with the right messages at the right times and through the right channels. As a data-agnostic marketing services provider, Speedeon Data connects clients to the highest-quality, most up-to-date data compiled from thousands of sources.

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Joshua Shale, Chief Operating Officer,
Speedeon Data

Speedeon Data improves operational efficiency and agility to meet dynamic client requirements while delivering strong ROI.

About RedPoint Global Inc.

RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. For more information, visit www.redpointglobal.com or email contact.us@redpointglobal.com.



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