

CASE STUDY

Turning Data Complexity into Marketing Agility: Speedeon Data's Story

Company Overview:

Speedeon Data is a data-agnostic marketing services provider that drives omnichannel marketing programs for leading brands in retail, banking, insurance, high tech, and other industries, helping its clients maximize the return on marketing spend with state-of-the-art data solutions.

Challenges + Goals:

With its clients demanding multiple, iterative modifications to support the need for more personalized marketing, Speedeon Data recognized the need for a more agile infrastructure than its existing legacy system provided. Complex data requests from clients changed weekly, and the existing platform was incapable of handling the increasing number of attributes. A new solution needed to integrate multiple data storage technologies, ranging from flat files to Hadoop environments.

Winning Solution:

Using Redpoint, Speedeon Data quickly turns around complex and impactful projects for its clients. Redpoint empowers Speedeon Data to rapidly bring creative solutions to market, including profitable self-service solutions that allow clients to submit small files daily instead of waiting to run a large batch file weekly.

With the Redpoint Solution, Speedeon Data phased in the technology one client at a time, easily defining client-specific business rules to integrate multiple sources into a single file. The company can now easily evaluate data sources to weed out bad data from third-party providers and improve data quality by recognizing duplicate data. The resulting solutions better meet changing client needs without increasing operational costs.

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“Speedeon Data selected Redpoint because of its technical flexibility, scalability, and its ease of doing business as a partner.”

– JOSHUA SHALE, CHIEF OPERATING OFFICER, SPEEDEON DATA



HIGHLIGHTS



Doubled

number of monthly customer projects from 500 to 1,000



Increased

throughput and improved data quality through automating data flows



Enhanced

innovation and profitability through improved marketing program design and delivery