



# Real-Time Data Boosts Campaign Management

## BUSINESS BACKGROUND

The Global Wealth Management Firm has decades of investment experience. As one of the largest mutual fund complexes in the United States, The Firm specializes in asset management, retirement plans and mutual fund offerings while managing money for millions of shareholder accounts.

## CASE STUDY BACKGROUND

In Financial Services, upsell and cross-sell campaigns can generate 50% or more of a firm's growth. Therefore, every new campaign must be fully exploited in order to achieve its maximum potential. The business is looking to shorten sales cycles and drive toward predictive analytics.

Because truly effective campaigns draw on a variety of complex sources of information, some of which are tightly controlled and some with varying levels of access and securities protocols (such as data that resides in the cloud), the process was slow and information was rarely up-to-date for The Firm. Therefore, opportunities were being missed, reducing campaign effectiveness.

## THE PROBLEM

To improve customer relationship management and lower IT total cost of ownership for this function, Salesforce.com was selected. However, there were challenges when incorporating real-time data into internal business processes. At the same time, The Firm was slow to turn around outbound marketing campaigns federating external CRM data with data from multiple internal systems.

For instance, a campaign began at 11 am, Wednesday morning when a message was sent to 30,000 money managers or retail brokers. If the target audience criteria changed only two hours before the campaign launch, many campaign recipients would be missed because it often took longer than two hours to set inclusion flags in Salesforce.com..

Given the primary driver for each campaign is in the cloud, there was no way to be as responsive as needed. Lost opportunities resulted in reduced or even inadequate customer service and affected revenue generation.

*"The Composite Information Server makes combining secure internal systems of record with external cloud-based data easy, accelerating our marketing campaigns and maximizing revenue potential."*

Senior Vice President,  
Sales and Marketing Technology,  
Global Wealth Management Firm

## AT-A-GLANCE

### Industry

Financial Services - Wealth Management

### Business Problem Solved

Financial Services marketing campaigns need information from a wide variety of sources in order to be effective. However, gathering and aggregating the data from multiple sources was a lengthy process, meaning launch data was not current and so opportunities were missed.

### Data Integration Patterns

Data Federation and Cloud data integration: build a virtual marketing campaign launch platform, based on the Composite Information Server, to combine information from multiple mixed sources, including data from the cloud, packaged applications, and other marketing-related databases.

### Composite Software Products

Composite Information Server 5.1

### Data Sources

Salesforce.com Customer Master; Unica Campaign Management System; Salesforce.com Sales Force Automation system; History data from legacy Siebel CRM System; Customer Service System; Web Analytics System; Email Marketing System; Trades and Asset Management system; Investment Account master

### Data Consumers

Customer-facing Money Managers, Retail Brokers and Lead Representatives

### Platform

Linux

## ALTERNATIVES CONSIDERED

The Firm considered replicating and aggregating the necessary data using extract, transform and load (ETL). However, the process of moving data 10 times per day was a huge load for the system and hindered The Firm's objective of real-time data access.

## THE SOLUTION

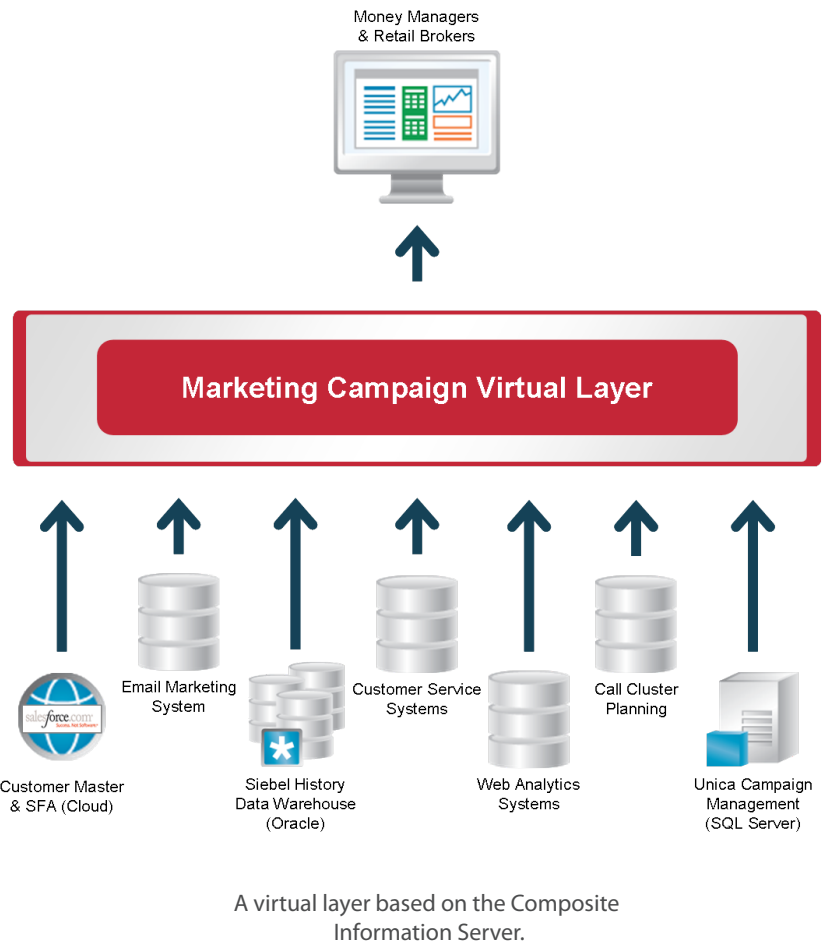
The Firm selected the Composite Information Server from Composite Software and built a virtual marketing campaign launch platform to drive more effective marketing campaigns.

Using the Composite Information Server, bi-directional access to and from the cloud is established. In-bound data is accessible to The Firm while campaign management feeds lead into Salesforce.com. The Composite Information Server provides a way to use real-time data for marketing applications. The fact that data resides in the cloud instead of locally is transparent to users—all data appears as an additional local relational data source. All security concerns are also hidden from users.

As a result of this approach, The Firm gained all the benefits of cloud computing without giving up the ability to easily access internal data connections. This removes the risk of not having interactive solutions, increasing revenue potential and campaign effectiveness. Composite takes technology out of the critical path for making more rapid decisions.

With Composite, new capabilities and benefits are available to users, including:

- Federation of cloud-based data with internal systems of record within a day.
- The use of an abstraction layer to leverage real-time data services for enterprise-wide, cross-functional business processes using data that appears local and relational.



## THE RESULT

- Increased up-sell and cross-sell revenue
- 5X productivity improvement in real-time data access versus batch methods
- Accessed real-time data from the cloud and combined it with internal systems, eliminating the need for continuous batch loads