DX MARKETING: AN ORACLE DATABASE CLOUD SERVICE CASE STUDY

Summary

This is a case study of a successful implementation of Oracle Database Cloud Service by a small business. DX Marketing has been using the service only for six months, but it has experienced multiple benefits including a 25% increase in its revenues and 70% faster time to market. The data for this case study was obtained during the course of a conversation with Ray Owens, company president during Oracle Open World 2015.

Th Company

DX Marketing, a $25 mil, 70-employee company was established in 2001 and has its headquarters in Savannah, Ga. The company describes itself as a target-marketing firm offering end-to-end marketing services, including research and predictive analytics for businesses in a number of sectors including Health Care and Financial Services. The company prides itself on using leading-edge marketing technology and data-driven strategies to identify new customers for its clients.

IT Infrastructure prior to Oracle Database Cloud Service

The company had very little IT infrastructure as much of the predictive analytics it was using was outsourced to third party data providers such as Epsilon. DX Marketing also employed an Oracle DBA as a contractor to manage its database.

Pain points

The business cycle was just too long for the rapidly growing company. It took 4-6 weeks to receive results from Epsilon, which forced the company to put its new clients on hold. So, the only solution was to license the consumer data from its supplier and bring it in-house in order to perform its own analytics. But this led to other challenges:

1. Either build an IT infrastructure in house to host the 200+ million records data or use a cloud service from one of the many providers in the market.
2. Ensuring security for all the data - particularly for the Health Care component, which constituted 25% of the company's business.
3. Database scalability that would allow the company to grow faster.

Th   Solution

The company considered only two solution vendors to host its consumer data --SAS and Oracle. SAS offered to help build the IT infrastructure from scratch and helped develop a one-year plan. But when DX Marketing looked at the number of personnel needed to manage the infrastructure including administrators, security specialists and analysts as well as the effort required obtaining the required security & HIPPA compliance, Oracle's Database Cloud Service solution looked far more attractive. Hence, it decided to proceed with Oracle. Oracle's solution offered:

- Scalability
- Built in analytical tools including data mining.
- Cloud tooling, which automated administration. It was also able to use Oracle Database Cloud Service to test Database 12c capabilities like Oracle multitenant before moving to the cloud.
- Built in HIPPA compliance and security features.
- Required fewer resources --only two analysts –data engineer and an expert in Predictive Analytics who now manage the entire eco system.

DX Marketing has been using the following Oracle solutions since April 1st, 2015:

- Oracle Database Cloud Service using the Oracle Database Enterprise Edition v12.0.3 with multi-tenant option and a single database container with multiple pluggable databases (PDB's) and advanced analytics option.

- Oracle Cloud Infrastructure as a Service (IaaS) (Storage Cloud, Compute Cloud)

- BlueKai, Oracle's cloud-based big data platform that has enabled DX Marketing to personalize online, offline and mobile marketing campaigns for its clients with richer and more actionable information about targeted audiences. BlueKai also runs a 3rd party data marketplace carrying data from suppliers such as Experian and Epsilon to augment a customer's proprietary data with actionable information on more than 700 million profiles.

The compute and storage resources within the Oracle cloud consists of:
- Processing power: 2 OCPUs EE – High Memory (30GB) with cloud tooling option (automated patching, backups, etc.)
- Storage: 1.6 TB

The resource consumption rate averages $4,000 per month in Database Cloud Service and IaaS costs and is currently operating at 40% capacity. The costs to access to BlueKai are $30,000 per month. The upfront cost to set up the cloud eco system was $100,000.

Experience to-date

1. Time to market has significantly improved by 70% from 4-6 weeks to less than a week with the result the company can bring new clients on board faster. This has helped boost their revenues by 25% i   the six months that they have been using Oracle Database Cloud Service.
2. 40% savings in personnel resources.
3. Doubled the response rate and lowered the customer acquisition costs for its clients.

Moving forward

The company is in the process of implementing the Oracle Business Intelligence Cloud Service for reporting purposes and Responsys, Oracle's cross-channel marketing solution to enable more real-time interactions across email, mobile, display, social, and the web.