



CornerstoneMFT

Solution Overview

Industry

Marketing Intelligence

Application

*Secure data collection,
Automation, secure
Data delivery*

Configuration

*5 Cornerstone Server
platforms*

2 DMZedge Servers

4 QuickSend Module

WebDrive Client

South River Technologies Case Study

DATALOGIX

Background

Datalogix is the leader in integrating database marketing and digital media. Their mission is to leverage the power of purchase-based audience targeting to drive measurable online and offline sales. They offer audience segmentation and integrated programs directly and through all leading digital media companies. Datalogix' audience platform is powered by a database with over \$1 trillion dollars in consumer spending behavior and deep datasets and expertise in the CPG, Retail and Automotive verticals.

Customer Issue

Datalogix receives thousands of gigabytes of data each month from member companies. Member companies transmit sales transaction data through file transfers that can range from several hundred megabytes to several thousand gigabytes.

The need for a secure file transfer platform was identified as one of the key requirements for Datalogix, but the solution also had to be easy to manage and configure. In addition to security, automation capabilities and the mechanisms to manipulate in-bound files were required. The solution also had to integrate well with the internal workforce, allowing an easy integration with existing user authentication systems.

In addition to the vast amount of data that Datalogix pulls in each month, there is outbound data delivery as well. Datalogix clients receive marketing lists that meet specific criteria.

Search Criteria

With security issues becoming increasingly important and the volume of data growing, Datalogix had a requirement for data security, as well as the ability to handle the increasing transfers. In addition, the number of ways that data is imported to the system ranged from scheduled batch transfers, to transfers initiated at client sites on an as-needed basis, to "pulls" that required Datalogix staff to login to partner systems to retrieve the data files. The flexibility to accommodate the various transfer methods, and to make these methods more efficient, was also a requirement. Events automation capability was considered a key requirement.



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Datalogix receives transacted data as part of a co-op database. The member companies range from small organizations that are less technically sophisticated, to very large organizations that transmit thousands of gigabytes of data. In reviewing potential solutions, the wide range of trading partners was also considered.

These requirements led Datalogix to research managed file transfer (MFT) solutions, including Cornerstone MFT. The Cornerstone solution was chosen for its security, automation, ease-of-use and flexibility in handling Datalogix' complex transfer requirements.

Implementation

Datalogix has made extensive use of Cornerstone's events automation capability. When data feeds are received, Cornerstone moves the files to a "safe zone," where antivirus scans are run and some initial cleansing of the data is performed. Cornerstone then triggers an internal workflow procedure in which the data is processed and analyzed. The events capability of the MFT solution is an integral part of the Datalogix workflow.

To automate transfers that previously required Datalogix employees to login to a partner system to pull data, SRT's WebDrive universal file access client is used to connect to external systems. WebDrive maps a drive letter to the server, and a scheduled transfer can be executed, or a previously defined batch transfer can be launched on-demand.

Datalogix has significant transfer requirements on the back end, with contractual obligations to deliver customized data to their clients. Cornerstone's QuickSend module will relieve manual file manipulations necessary for data delivery. There is now no need to manage credentials for external systems and users. The QuickSend module enables Datalogix to deliver a secure link to their clients. The client simply logs in and downloads the data, and Datalogix can easily track delivery of files.

The implementation process had its share of challenges. Once the firewall configuration issues were resolved, the formal process of testing and signing off on the implementation moved forward. "South River Technologies' support group has been great to work with," says Dave McCabe, Director of Data Center Operations. "They helped us to thoroughly test and hit the goals of our implementation plans. Our needs have always been addressed promptly."

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Future Plans

Datalogix is currently working on implementing the full High Availability (HA) features of Cornerstone and DMZedge Server. All file transfer services will be fully load-balanced and will run in an HA environment.

The ability to increase Cornerstone's capability with optional modules gives Datalogix the capability to protect their current IT investments as it can meet their needs today and in the future. "We like the ability to add modules," says McCabe. "This solution can continually evolve to address our changing requirements."

Summary

Cornerstone successfully made both in-bound data pulls and out-bound delivery more efficient and easier to track. "Cornerstone integrated well with our internal workforce," notes McCabe.

In addition to efficiency improvements, the security and tracking that Cornerstone provides for this mission-critical application assures that Datalogix can offer the best possible service to their clients, while addressing security requirements for the data that is the backbone of their organization.

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