

CloverDX enables *Customology* to gather and unify data to deliver customer-centric marketing campaigns backed by data science.

Marketing Strategy Meets Data Science

Customology, a division of the GJI group, offers data-driven marketing solutions that enable companies to reach, measure, and retain their customers through automated data management and customer programs. With more than 20 years of experience working with large Australian and international clients, Customology blends expertise in marketing strategy with data science to uncover hidden value in their clients' data to create customers for life.

Data In Non-Standard Formats

Successfully utilizing massive amounts of raw transactional and client data in myriad types and formats involves smart planning and preparation. As a business grows, this can be a challenge without a comprehensive data management plan. Since the data they work with is not standardized, Customology has developed a single common data model with different presentation layers to have adequate control over the data coming in.

A Homegrown DX Solution Without A Common Data Model

Customology, however, hasn't always worked with a common data model. Their previous homegrown ETL solution comprised a mixture of off-the-shelf stacks—MSSQL with an ever-growing pool of stored procedures, shell scripts watching hot folders, and the beginnings of microservices

written in PHP. While this setup could extract meaningful insights from data, it was slow, cumbersome, and difficult to scale. Overall, the time to market was too long and expensive because they were developing bespoke applications for each client. To better serve their clients, they sought a data integration platform that would not only standardize and transform incoming data to their core model, but also allow them to augment the solution with their own expertise.

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Michael Barnard, General Manager, Customology

Customology

The Search For A Smart And Flexible Data Integration Tool

At heart, Customology is a highly technical group, with a team of data developers and scientists averse to the hand-holding, confining nature of some of the tools they had tested. “We needed something that could accelerate the solution delivery and allow us to get under the hood to build our DX stack as a modular, microservice framework.

In CloverDX, we were able to get data flowing quickly, easily scheduling and managing our data integration processes,” said Michael Barnard, General Manager. “CloverDX’s versatility when massaging data affords us the freedom and creativity to design solutions in a more developer-minded way.”

Enabling Clients To Identify Unique Customers From Transactional Data

CloverDX helps Customology solve their clients’ most challenging activity—identifying and understanding unique customer profiles from various transaction points. Customology’s clients don’t always have loyalty programs or buyer cards in place to identify types of customers. When their clients collect customer data, it’s not from a strategic CRM perspective; rather, they only have transactional, point of service data to work with. Often unable to trace and connect certain data points to build a customer profile, companies rely on Customology’s customer-centric data model to help them analyze and implement strategic programs based on customer behavior.

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“Getting data together with CloverDX, we can then apply a Single Customer View to extract meaningful customer information from all records and traces to build one single persona,” said Barnard. “When identifying or even deconstructing a customer profile, CloverDX acts as a workhorse to accelerate the process of data matching across databases.”

A Need For Speed For Reliable Reporting And Data Deliveries

Without a clear data management game plan, data sets can be poorly handled or underutilized. Taking in every single transactional item from every single client, Customology contends with 3-4GB of data every hour. The very large data sets supplied often contain duplicates, and none of the records are normalized. Additionally, they receive data in many different frequencies, sometimes connecting to data in real time or dealing with weekly database backups instead.

With CloverDX, Customology can link phases into a single data processing workflow, allowing them to skip any intermediate steps

Previously, Customology had to process their very large data in varying formats in temporary database tables and work in phases as they waited for a process to finish. With CloverDX, they can link these phases into a single data processing workflow, allowing them to skip any intermediate steps. Now Customology can better scale their activities, dynamically manage campaigns, and efficiently meet their clients’ expectations concerning the availability and delivery of data sets and BI reports.

About CloverDX

CloverDX, an enterprise “data integration” software, is designed for IT staff to rapidly implement, manage, and automate data workflows that take care of converting data from sources to targets, solve data quality issues, perform complex data movements between applications, and even facilitate the continuous exchange of data among systems.

CloverDX gives business organizations the ability to access, adapt, and combine their data from any kind of source for a variety of use cases. This lets them create clear, more comprehensive views on the data or make the data work in new applications.