



CornerstoneMFT

Solution Overview

Industry

Marketing Intelligence

Application

*Secure data collection,
Automation, secure
Data delivery*

Configuration

*4 Cornerstone Server
platforms*

2 DMZedge Servers

QuickSend Module

*WebDrive Virtual Drive
client software*

South River Technologies Case Study

DATALOGIX

Background

DataLogix operates the leading cross-channel audience and measurement platform for many of the country's largest brand advertisers, direct marketers and digital media companies. The DataLogix mission is to drive highly-targeted and measurable marketing by facilitating the flow of data between traditional and digital channels. DataLogix' audience platform is powered by a database with over 1 trillion dollars in consumer spending behavior and deep 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 both 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 their 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 not IT savvy, 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 at DataLogix. "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 options 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 assure 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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