



Case Study
REAL-TIME ANALYTICS
Epsilon Marketing

Epsilon Marketing Syncs
Marketing Database with Data
Warehouse for Analytics in Real-Time

EPSILON[®]

hvr-software.com

info@hvr-software.com



Background

Epsilon Marketing is a U.S.-based marketing services company that uses engagement and direct response marketing to lead its clients' customers through the purchase funnel. Epsilon's goal is to help its clients deliver the right message at the right time to the right prospect.

It has succeeded in this approach by analyzing up-to-date and accurate customer data to gain customer intelligence.

As the company grew and data volumes increased, system performance began to suffer. The company turned to HVR to offload reporting from its production systems into a data warehouse to improve performance.

Epsilon's goal is to help its clients deliver the right message at the right time to the right prospect.



500m+
Loyalty Members



4k+
Databases
Managed



10^s of Billions
Email Messages
Per Year



20m
Businesses



119m
Households



198m
Individuals

CASE STUDY SNAPSHOT

- Customer:** Epsilon Marketing Services
- Challenge:** Real-Time Data Replication Between Oracle Production Databases and Microsoft SQL Server-Based Data Warehouse
- Solution:**
 - HVR Mapped Complex Data Models
 - Non-Intrusive Direct Capture Feature Eliminates Impact on Production Systems and Network Compression Speeds Data Transmission
- Benefits:**
 - Improved Performance for Production Systems
 - Up-to-Date Reporting
- Database:**
 - Oracle
 - MS SQL Server
- Use Case:**
 - Real-Time Data Replication

Challenge

Epsilon Marketing uses an Oracle database located in Colorado to manage marketing campaigns for its customers. In the process of performing marketing activities each day, the company generates massive amounts of data. Over time, managing and maintaining the sheer volume of data became increasingly complex.

Epsilon Marketing Services decided to split off its reporting from its transactional systems to improve overall performance by creating a separate data warehouse. The company chose to implement its data warehouse on Microsoft SQL Server technology.

To keep the data warehouse up-to-date and in-sync with the production data, the company needed to replicate the data in real-time from the legacy Oracle database to the next-generation SQL Server database that used a different data model. It then gave customers role-based access to marketing data they could use for their businesses.

Solution

Using HVR, Epsilon Marketing was able to easily map complex data models between the Oracle production database and the MS SQL Server data warehouse.

HVR now replicates data in real-time from the production data base to the data warehouse. The solution uses non-intrusive direct data capture features to eliminate any performance impact on the production database. This capability also minimizes latency by replicating only changes to the data rather than all the data. Data compression further reduces network latency during the replication process.



Result

**High Performing
Production Systems**
Real-Time Analytics

Now marketers experience better performance on their Oracle production systems. At the same time, they can run reports at any time with the most up-to-date information.

Benefits

**Improved Performance
For Production Systems**
Up-to-Date Reporting

HVR Mapped Complex Data Models
Non-Intrusive Direct Capture Feature
Eliminates Impact on Production
Systems and Network Compression
Speeds Data Transmission