

Microsoft Azure

CASE STUDY



MICROSOFT AZURE ISV:
RedPoint Global

WEB SITE: www.redpoint.net

LOCATION: Boston, MA, USA

ORG SIZE: More than 150 employees

MICROSOFT AZURE ISV PROFILE:

RedPoint helps enterprises to optimize customer engagement and deliver on their brand promise. RedPoint provides customer engagement technology that enables organizations to unify their data and create an integrated view of customers, generate next best actions with automated analytics, and orchestrate the customer experience across touch points, data sources, and channels.

CPG Provider Transforms Organization by Using Customer Engagement Hub on Microsoft Azure

“RedPoint partnered with a CPG company to create a customer engagement hub that provides a single point of operational and data control, driving a significant lift in marketing conversions, revenue, and enhanced customer experiences.” – Buck Webb, VP Cloud Solutions, RedPoint Global

- **SITUATION**

A large consumer packaged goods (CPG) provider in North America wanted to enhance its direct-to-consumer sales, focusing on customer engagement across digital and traditional channels. The company struggled with multiple data sources, data quality, and various disparate point solutions that prevented it from optimizing conversions and generating long-term loyalty.

- **SOLUTION**

RedPoint Global built a customer data solution hosted on the Microsoft Azure cloud platform, providing a single point of operational and data control for the CPG provider's marketers. The solution implements Azure SQL Data Warehouse, App Service Environment, Event Hub, Service Bus, and HDInsight. RedPoint connects to the provider's point solutions and provides direct data access for personalized offers across inbound and outbound marketing channels, including a real-time recommendation engine.

- **BENEFITS**

Microsoft Azure's Platform-as-a-Service and Infrastructure-as-a-Service offerings dramatically reduce time to deployment.

Azure provides the agility and scalability needed to make changes to the environment as new requirements arrive, minimizing additional costs.

