



Case Study: RSA Security



RSA faced the challenge of building a “Unified Contact View” for their worldwide Marketing from a variety of data sources

RSA Security, part of EMC, is one of the world’s leading providers of high performance data security solutions. They faced the challenge of consolidating a wide array of data sources together into a Unified Contact View (UCV) to enable their marketing teams worldwide to communicate effectively with both customers and prospects. The challenge was made all the more complex by sheer range of systems in use—from SAP to Siebel. They turned to Atrium Group to build a solution and then maintain it for them.

The Situation

RSA is a global company but has Regional Marketing specialists in Europe, the US and Asia-Pacific. Their

“the (latest version) was the best ever.... whatever you’ve been doing that’s new, please keep it up!” Michael Veit, Global Interactive & Database Marketing, RSA

data exists in multiple systems—customers are held in their SAP Enterprise Management system. Pros-

pects and opportunities are held in Siebel and in addition there are numerous other data sources from third party lists to specialised internal databases. The challenge was to consolidate these all together and deliver a database with one record per company site and one record per contact that contained ALL the information held in the various systems—about the company and the individual.

The problem with CRM

CRM systems are inherently complex—whether delivered as Software as a Service (SaaS) or as a stand-alone solution. The problems are two-fold. Firstly it is inherently challenging to bulk-load data into them and secondly data maintenance in terms of eliminating duplicates and old records is almost impossible without applying considerable resources. The key, really, is

that CRM systems are best for holding CUSTOMER data, NOT marketing data.



A Unified View

These different systems, of course contained significant duplication. So the first step was to merge all

three together to create a “Unified Contact View” (UCV) datafile. And, because this was overwhelmingly a business-to-business database that view

was based around company site. For the first time RSA was able to see, by company site, who they were communicating with, how often they were communicating and how much revenue they were getting from those sites.

Powerful Insights

The first thing that became obvious from the data was that the sites with the most contacts generated the most revenues. The second insight was that, despite a database with nearly 1 million records, there were many potential customer companies missing from the database. And the third was the elimination over duplication and poor quality data records that, when mailed, not only wasted money but also harmed RSA’s brand.

The Results

RSA dramatically reduced its mailing volumes whilst increasing the revenues achieved from them. ROI was dramatically improved and far more use is now being made of the data. So overall marketing costs have dropped while sales have increased. At the same time RSA’s marketing team are able to get campaigns underway faster and report more quickly on the results.

Why Atrium Group?

Our consultants have all spent many years working in blue-chip organisations, so we understand your pressures and issues.

“We have been consistently delighted with the database marketing solution MI delivered” Stacey Brierley, Direct Marketing Manager, RSA

Which is why we focus on providing pragmatic, effective solutions that are easy to implement, fast to deliver and highly cost-effective. Our business-to-business clients include British Standards Institution, Chartered Institute of Marketing, Cisco Systems, nPower, RSA Security, Samsung, Gartner and Attach-Mate.

Next Steps

To find out more about how we could make a difference for you, please contact us on +44 (0) 1189 880 321 . Or visit our website at www.atriumgroup.com