

# Guide to Customer Data Platforms

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# Guide to Customer Data Platforms

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## Table of Contents

- 1.... Introduction: The Integration Gap**
- 1.... About This Study**
- 2.... Background**
- 4.... Customer Data Platform Definition**
- 6.... The CDP Marketplace**
- 9.... System Attributes**
  
- 10.... RedPoint Global Inc.**
  
- 15.... About**

# Guide to Customer Data Platforms

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## Introduction: The Integration Gap

Customer data files have existed as long as writing itself: those first cuneiform tablets held lists of tax payments to Sumerian city-states. For the next 5,000 years, customer files contained essentially that same information – people plus transactions. This finally changed when the Internet allowed marketers to capture non-transactional details, such Web searches, page views, email opens, physical movements, and entertainment choices, on complete populations. This explosion of information has created vast opportunities for targeted marketing. It is part of an even larger explosion of communication channels available to deliver marketing messages.

But despite the possibilities, few companies today have a comprehensive, integrated customer database. In fact, marketers face growing gap between what they need from their customer databases and what those databases actually can do. The cost of this gap keeps rising as new channels appear and customer expectations increase. Grand theories of customer optimization collapse if they are not built on a solid foundation of integrated customer data.

Reasons for the integration gap include lack of technology, missing marketer skills, and organizational fiefdoms. But these obstacles also create a business opportunity for companies that can help marketers overcome them. Commercial products to close the integration gap have begun to emerge. These take different approaches, depending on the developer's own background. None is necessarily complete. But all share key characteristics that give them the potential to grow into complete solutions.

Raab Associates calls these systems a Customer Data Platform (CDP).

## About This Study

This study is intended to help marketers who might consider a CDP as a way to build their customer database. It introduces the CDP concept, describes the attributes that define a CDP, discusses the current market and trends, and profiles important CDP systems. The goal is to give marketers and technology staffs enough information to identify CDP vendors who might meet their needs and to make a suitable selection.

Information in this study is based on vendor briefings, customer interviews, and other Raab Associates research. Although Raab Associates has attempted to provide the most accurate information possible, it is not responsible for any errors.

Financial support for this study was provided by ReachForce, Lattice Engines, and RedPoint. Each agreed to be a sponsor before the study was written and had no control over the contents. All vendors in the study were given the opportunity to review and comment on their entries before these were published.

# Guide to Customer Data Platforms

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## Background

A Customer Data Platform provides marketers with an integrated customer database that can support coordinated programs across multiple channels. The programs are usually executed outside of the CDP. This separation between database management and marketing execution distinguishes CDPs from traditional marketing systems, which are largely focused on execution. This section will help to clarify the distinction by providing a brief history of recent marketing systems.

**Consumer marketers** have a rich heritage of sophisticated database marketing systems, especially in financial services, retail, travel, and telecommunications. These systems have two components: a marketing database and campaign management software. The marketing database is created by loading data from operational systems including order processing, customer service, and Web site management. The data is then consolidated to link information related to the same customer or household, often using complex “fuzzy matching” techniques to infer matches based on similar attributes or behavior patterns. Finally, the data is placed in structures suitable for bulk analytical processes, such as assignment to customer segments. These are different from structures used to process operational transactions. Such marketing databases belong to a broader class of systems typically called a data warehouse or data mart.

Database marketing systems were first developed in the 1980’s, when the term “database marketing” was itself introduced. The earliest products were tightly integrated systems including both a marketing database and campaign management. By the mid-1990’s, the early systems were largely replaced by systems that provided only campaign management. These products generated SQL queries that let them attach to any marketing database built with a commercial relational database engine such as Oracle or Microsoft SQL Server. Building and maintaining these marketing databases was handled outside of the campaign management system. This separation allowed the campaign management vendors to concentrate on marketing execution while selling to the broadest possible set of clients. Over time, the campaign management systems expanded their scope and changed their label to enterprise (or integrated) marketing management or marketing automation. Features now extended to marketing program planning, budgeting, and cost tracking; maintaining the history of promotions sent to each individual; matching responses to promotions; sending emails from within the system; creating marketing materials such as emails and offers; and expanded analytics to explore database contents and marketing results. A minority of systems also included integrated predictive modeling and scoring, although most products continued to rely on external modeling software such as SAS and SPSS. The underlying marketing databases were extended to include Internet-generated information such as email clicks and Web site behaviors. The more powerful marketing automation systems added features to manage real-time customer interactions, in a call center or on a Web site, in addition to traditional outbound campaigns. This thirty-year arc of development culminated in products like Unica, Aprimo, and Neolane, now respectively part of larger marketing suites from IBM, Teradata, and Adobe.

**Business marketers** rarely used the consumer marketing systems developed during this period. This was in part because business marketers most had too few customers and too little budget for the complex consumer systems. But it was largely because their needs were different: business marketing’s primary role was to acquire new leads, which were then turned over the sales departments to close the initial deal and manage future relationships. The sales departments had their own sales automation or customer relationship management (CRM) systems to manage their customer and prospect data. Even

## Guide to Customer Data Platforms

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though the sales databases were not structured to meet marketers' needs, their existence made it harder to justify creation of a separate marketing database.

In the early 2000's, a new set of systems appeared to help business marketers. Originally referred to as demand generation systems, the group quickly switched to the broader label of marketing automation. In sharp contrast to consumer marketing automation products, the B2B marketing automation vendors did not attach to a separately-built marketing database. Rather, they created their own database by loading leads directly from system-generated Web landing pages and by importing them from the sales department's CRM or sales automation system. In most cases, the marketing automation databases were limited to storing prospect profiles, system-generated email promotions, and system-captured Web activities. Companies were little more than attributes of a prospect record. Purchase transactions – the core of customer databases since the Sumerians – were rarely included. This limited structure was adequate because business marketers' were rarely involved with customers after their first purchase. The simplicity helped to reduce the cost of developing and operating the B2B systems. Today's most advanced B2B marketing automation systems do allow more complex data structures and are more open to importing external data. But all still manage their marketing database internally, contrast to the external marketing databases of the B2C systems.

With the exception of database management, the functions of B2B marketing automation systems are generally similar to consumer marketing systems: they can select lists for campaigns, manage marketing materials, send emails, store promotion history, capture responses, and analyze results. The B2B systems also host landing pages and capture Web site behaviors via page tags, like some but not all consumer systems. B2B systems are generally less mature in their features for marketing planning, budgeting, cost tracking, although the most powerful B2B systems have come close to closing this gap.

Although they have followed different paths, consumer and business marketing systems have now arrived at the same obstacle: their users need better customer databases. Neither set of systems provides a solution. Customer Data Platforms do.

# Guide to Customer Data Platforms

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## Customer Data Platform Definition

Raab Associates defines a Customer Data Platform as a *marketer-controlled system that supports external marketing execution based on persistent, cross-channel customer data*. Key elements of this definition include:

- **marketer-controlled system.** A traditional consumer marketing database is built by technical specialists using tools designed for corporate data warehouses. A CDP provides either a prebuilt marketing database or tools that greatly simplify database creation. Both options give marketers greater control over acquisition of the marketing database, even though some technical skills may still be required.
- **supports external marketing execution.** A CDP connects with other systems that deliver marketing messages such as emails, Web pages, telephone calls, and direct mail. Although some CDP systems can also deliver certain messages directly, the CDP is always capable of supplementing these internally-generated messages with external integrations to support messages in other channels.
- **persistent, cross-channel customer data.** The CDP database keeps a permanent record of each customer's data, allowing it to identify and react to changes over time. The database can include and link information from any source, providing the complete view needed to coordinate treatments across those channels. However, the CDP need not expose the full detail to the execution systems: it may simply return processed results such as predictive model scores or treatment recommendations.

These elements can be restated as a set of requirements a product must meet to be classified as a CDP:

- **personally identified customers.** The system must identify individual customers using name, postal address, account number, email address, or similar information. This can be done by storing the identifying information within the system or by linking a unique identifier, such as an account number, to externally-stored identity data. This requirement excludes Data Management Platform (DMP) systems that only store Web browser cookies linked to behavioral and demographic segments.
- **persistent customer data.** The system must load and store the client's customer data. This excludes data enhancement products that append data to customer records stored elsewhere, products that provide prospect lists without loading customer data, and consumer marketing automation systems that do not themselves manage their customer database.
- **multiple data types.** The system must be able accept inputs from multiple data sources, including different interaction channels (email, Web, CRM, order processing, etc.) and different formats (database records, social interactions, Web logs, text, etc.). An ideal CDP could work with any type of data, but the minimum conditions are that it can integrate data from multiple source systems, can support multiple data levels (i.e., transactions linked to customers), and can easily add new sources. This excludes B2B marketing automation systems with severely limited data structures.
- **identity association.** The system must be able to link data from different sources that relates to the same customer. Some CDPs provide sophisticated "fuzzy matching" engines that can identify

## Guide to Customer Data Platforms

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matches based on similarities across multiple fields. Others are limited to exact matches. All can build a master record that contains different keys, such as email address, telephone number, account number, and postal address, and link records that contain any one of those keys to the master identity.

- **external access.** Customer data is available to external systems for marketing execution. Database queries or API calls are acceptable access methods. At a minimum, the CDP must provide a marketing-relevant customer attribute such as predictive model score or treatment recommendation. An ideal system would provide full access to all information about each customer. This requirement excludes Web content management systems and other systems that execute marketing treatments using an internal database that is not exposed to other systems.
- **marketer control.** The system can be purchased and deployed by marketers with minimal technical support. This is more subjective than the other criteria but excludes systems that designed for use by IT professionals, including most software designed for data warehouses and master data management.
- **marketing services.** The system applies processes that make the data more useful for marketing. This could be as little as creating a unified customer profile. But most CDP systems include more advanced functions such as predictive modeling, content recommendations, or decision management. These act as shared services to coordinate treatment across execution channels.

# Guide to Customer Data Platforms

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## The CDP Marketplace

Potential buyers for CDP systems include nearly all business marketers and most small and mid-size consumer marketers. There is less need among enterprise consumer marketers, who usually have a data warehouse or marketing database in place.

CDP vendors face many competitors for this business. Marketers' primary alternatives are point solutions that solve particular business problems which a CDP would also address. Most CDP systems in this report were designed as such solutions and are still optimized for their original application. In assessing the CDP marketplace, it's helpful to keep these original applications in mind. Raab Associates has identified three such segments.

- **B2B data enhancement.** These systems build a large reference database of companies and employees, which they match against records imported from their clients. They generally return corrected and enhanced data and lead scores based on models built from the client's customer files. Their reference databases are built from multiple public, commercial, and proprietary sources and are assembled using sophisticated matching engines. Most also perform their own scans of public Web sites and social networks to extract sales-relevant information such as technology use and management changes. These vendors vary considerably in the data they return, ranging from lead scores to recommended marketing treatments to full customer profiles. Some also provide lists of prospects that are not already in the client's own database. CDP vendors in this group include Infer, Lattice Engines, Mintigo, and ReachForce.

These systems compete with non-CDP products that also add or enhance prospect records but do not maintain a database with their clients' customers. These include Web scanning systems such as InsideView, LeadSpace, and SalesLoft, and general data compilers including NetProspex, Demandbase, Data.com, Zoominfo, and OneSource. The predictive modeling features compete to some degree with end-user-oriented marketing analytics and modeling software such as Birst, Gooddata, Cloud9 Analytics, AutoBox, and Predixion. Data cleansing competitors include services from firms such as D&B, as well as data management software for technical users such as Informatica, Experian QAS, and FullContact.

- **Campaigns.** These systems build a multi-source marketing database from the client's own data and either recommend marketing treatments to execution systems or execute marketing campaigns directly. These are primarily used for consumer marketing although several have a substantial base of B2B clients. Most have sophisticated matching capabilities. This group includes AgilOne, NICE Causata, RedPoint Global, and Silverpop with its Universal Behavior feature.

This group competes with conventional B2B and B2C marketing automation products, which provide similar campaign management abilities but lack the CDPs' database flexibility, database management, and customer matching.

- **Audience management.** These systems build a cookie-level database of customers and their online behaviors. They link cookies related to same individual and may append non-cookie identifiers such as accounts or mailing address. Most build models that predict the customers' probability of responding to future advertisements and provide recommendations for how much to bid and which content to display. These systems perform the same basic functions as standard online audience



# Guide to Customer Data Platforms

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management systems (Data Management Platforms, or DMPs) and provide the same very quick responses needed for real time bidding (usually under 100 milliseconds). The major difference is that they also recommend messages in other channels, such as Web site personalization or email campaigns. This group includes [x+1], IgnitionOne, and Knotice.

This group overlaps with recommendation and ad targeting engines and DMP systems. Those products provide similar functions but do not track identified individuals and are often limited to single channel executions.

Because each of the three segments addresses a fundamentally different business purpose, this study does not position CDP vendors on a market matrix. At this stage of the industry, it is more important to clarify the differences between the segments and the capabilities of each vendor within each segment.

**Market Growth:** Raab Associates cannot provide a meaningful estimate of the CDP market size because many CDP vendors are offering other services and because so many CDP functions are provided by non-CDP systems. However, it is clear that CDP revenues are growing quickly, fed by the high growth of the marketing automation, digital advertising, and CRM industries which they support. Within each of the three CDP segments, the CDP vendors earn a small fraction of the total revenue including non-CDP competitors. The high growth rates and small current CDP share suggest that the CDP vendors have great potential for expansion. To achieve this potential, the CDP vendors will need to convince buyers that their features – primarily, their more advanced databases – add more value than non-CDP approaches.

**Future Developments:** Raab Associates expects that CDP systems across all segments will become more similar over time. This convergence will be made possible by the underlying similarities of the CDP vendors' technologies – that is, their shared abilities to build multi-source customer databases that support marketing execution. Vendors will almost inevitably exploit these abilities by expanding their systems to provide new services to existing clients and to sell to new types of clients. This convergence will eventually lead to a standard set of CDP features and applications. Standardization, in turn, will make it easier for new competitors to enter the CDP market, since they will have a clear picture of what features are essential. These entrants will include the current, non-CDP vendors in each segment, as well as enterprise software vendors who offer a full range of customer management capabilities.

# Guide to Customer Data Platforms

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## System Attributes

The vendor tables in this report cover the following categories of information. Raab Associates considers these the most important items to understand when evaluating CDP systems.

- **Data Model:** What types of data are stored within the system? Every system starts with customer and companies. Most can also store transactions. Systems designed for campaign management will store promotion history and responses. Some will capture different types of unstructured data, such as the contents of Web pages visited, topics covered in news articles, sentiments expressed in public comments, and structured information extracted from such sources. Related considerations include the difficulty of adding new data types and sources and the ability to store and reconstruct data that may have changed over time, such as a previous mailing address.
- **Data Sources:** Where does the system get its data? One source is the client's own systems, at a minimum including marketing automation and CRM and often extending to Web analytics, content repositories, order processing, accounting, and other operational sources. Some CDPs capture digital behaviors directly through their own tags on Web pages and emails. Several have extensive features to scan public Web sites and social networks for information that identifies companies and individuals who are likely to be good prospects for their clients. This sort of scanning often uses sophisticated natural language processing to extract meaning from unstructured or semi-structured sources. Vendors may also load reference data about companies and individuals from compiled directories such as Dun & Bradstreet.
- **Data Load:** How does the system load its data? Most products offer a combination of direct, real-time loads via API calls and batch loads of files extracted from other systems. This topic also covers preliminary processing the system can perform to make the data more usable in subsequent steps, such as standardization and aggregation.
- **Identity Association:** How does the system link data that relates to the same customer? Capabilities vary widely, from sophisticated "fuzzy matching" of similar name/address strings to storing multiple identifiers attached to a known individual. Systems may also use external reference data, such as directories of companies and lists of address changes. Systems differ significantly in how much control users have over matching rules applied to their data.
- **Analytics:** What kinds of statistical models can the system apply to customer data? Models may predict response to a specified offer, recommend which contents to present, classify customers into segments, or serve other goals. Systems vary in the types of models they build, the amount of human effort required to build them, whether the system provides its own model-building tools, and in reporting provided to explain model results. This topic also covers analytical reporting and dashboards in general.
- **Treatment Selection:** Can the system decide which customer treatments to deliver, choosing from multiple alternatives? Coordinating such treatments across channels is a fundamental reason for building an integrated customer management infrastructure. Most CDP systems provide some sort of treatment selection, but only a few allow the detailed control over offer eligibility rules, ranking functions, campaign design, testing, simulation, and optimization provided by a mature decision

# Guide to Customer Data Platforms

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management system. This topic includes both batch selection of outbound messages and individual selections during real-time interactions.

- **Execution:** How does the system help to deliver customer treatments? Some CDPs execute marketing treatments directly, most often by sending emails. But they primarily support external execution platforms by delivering data, scores, or decisions. They may do this on-demand via APIs, by allowing direct queries from external systems, or by sending file extracts. Beyond understanding capabilities, it's worth knowing which external systems are already integrated with a CDP and what functions those connectors support.
- **Technology:** How is the system built? Marketers won't care about most technical details, but some information gives useful hints about likely strengths, weaknesses, and growth potential. Marketers do want to know whether the system is sold as a vendor-operated service, as on-premise installed software, or both. They're also interested in the scale of existing deployments so they can judge whether their own systems are likely to make demands the vendor has not previously met.
- **Deployment and Support:** What's involved in installing and running the system, and how long does it take? By definition, CDPs are designed for non-technical users. But it's still important to understand how the system is set up, how long the initial deployment is likely to take, what the marketer is expected to do, and what kinds of training and support are available from the vendor.
- **Pricing:** What will the system cost? The answer to this question is rarely simple. Prices may be based on data volume, transactions, number of customers monitored, user count, or other dimensions. There may also be separate implementation fees. Although this report provides some pricing information on most vendors, potential buyers should always speak with vendors directly to get an accurate idea of what a particular system might cost.
- **Vendor:** Who am I doing business with? The background of a system's developer often gives hints about its suitability for particular purposes, degree of sophistication, scalability, growth path, and likelihood of long-term survival. Information about funding, number of clients, and time on the market also addresses these topics.

# Guide to Customer Data Platforms

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## RedPoint Global Inc.

**Summary:** RedPoint offers a very complete combination of data management, analytics, and campaign management, although it does not send messages directly. The system supports complex data flows, multi-step campaigns, and real time interactions. It is highly flexible and scalable, applying advanced parallel processing, clustering, in-database calculations, and other techniques for speed and volume. The system is deployed by many marketing agencies and directly by the vendor.

**Data Management:** RedPoint supports any data model. It can operate natively against nearly any type of data store, including both relational and “no SQL” platforms such as Hadoop. Data quality and matching are extremely sophisticated. Data processes are built as graphical workflows, allowing users precise control over all details. Although data management processes require expert users, the system tools allow skilled users to deploy new systems much more quickly than standard technologies – often in days or weeks rather than months. It supports worldwide data, name and address standardization, and user interface customization.

**Analytics:** RedPoint applies fully automated machine learning to create predictive, classification, and cluster models. These can be built into data management and campaign workflows. The system can also import externally built models and scoring algorithms. Dashboard provide reporting on data processing, campaign results, and other activities.

**Execution:** RedPoint supports outbound campaigns and real time interactions. The system can combine the results of multiple models to select optimal treatments for individuals. It can directly deliver Web landing pages but otherwise provides lists and real-time responses to external execution systems. It has existing integrations with multiple email, SMS, CRM, mobile, social, and other systems. The vendor also provides a full Software Development Kit (SDK) for clients to build custom integrations. The system also includes extensive features for content creation and asset management, planning, budgeting, and collaboration.

**Deployment:** RedPoint is offered as an online service or for on-premise deployment. The system can be purchased directly from the vendor or from deployment partners. Sufficiently trained clients have access to all system flows and functions, while typical marketing users can set up campaigns and interactions using the data flow interface. Security is based on hierarchical groups, can limit users to specific folders, and can integrate with existing enterprise security schemes.

**Pricing:** RedPoint pricing is usually based on database size, although other models are also available depending on the circumstances. Systems start around \$5,000 per month.

**Vendor:** RedPoint was founded 2006 by veterans of Accenture and other organizations building enterprise marketing systems. The system now has more than 150 clients, mostly marketing to consumers.

### Data Model

- supports any data model with any primary entity
- most clients have customer as primary entity
- system stores contact history within the primary database
- operates natively against structured and unstructured data stores

# Guide to Customer Data Platforms

## RedPoint Global Inc.

- for structured data, underlying model is exposed to users for manipulation, execution, and analysis
- for unstructured data, system deploys its own code and operates on data within the data store
- apply time-stamps to transactions
- option to store copy of customer attributes at time of promotion

### Data Sources

- captures Web interactions directly via tracking tags
- typically imports email clicks from email provider
- imports data from client systems via any interface type, including API or batch load
- supports files, database tables, complex structures (e.g. EDI), unstructured data
- can load public data from Twitter, Facebook, other social networks via APIs; separate for each client
- have Web API connectors for multiple commercial data services
- data may be licensed by RedPoint or directly by client

### Data Load

- client designs data load process on flow chart, stored as chunks of XML
- can execute flow as recurring or triggered task or real-time (on demand) Web service
- system provides extensive transformation and standardization processes
- can execute scripts pre- or post-load; apply text and format transformations, etc.
- can include calculations, scoring, machine learning models
- can parse text for keywords, pattern matching, etc.
- work with partners for text analysis; no built-in natural language processing
- does name/address standardization, genderization, geo-spatial coding
- address standardization for 240+ countries
- can validate social security number, email address, URL
- client can add custom validation patterns

### Identity Association

- system provides extensive matching capabilities
- does business, consumer, and household matching in single pass
- matches based on multiple attributes; can apply multiple match rules; can include 'fuzzy' matching
- uses heuristic, probabilistic, and machine learning techniques in matching process
- can match against multiple values in same field (e.g., multiple email addresses)
- primary identity domains are physical, mobile, social, ecommerce, event
- machine learning can automatically find new patterns and add to match rules
- builds master record combining all types of identity keys for an entity
- can create 'subscription groups' of records with incomplete identity information, e.g. only social ID
- system will market to these records as possible and add identifiers over time
- option whether to always accept client-provided associations
- system can combine duplicate records found in client systems
- option to use external reference data for associations; client licenses directly
- client can modify matching rules; most accept defaults
- system can maintain persistent customer ID over time, despite changes in key fields

### Analytics

- models built with vendors own machine learning tools; fully automated
- can create prediction, classification, and cluster models
- can call machine learning within process flow or via API
- user specifies target, other parameters based on model type
- designed for marketers without statistical training

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## RedPoint Global Inc.

- process flow can call external modeling systems including R, SAS, SPSS, KXEN
  - PMML interface may be delivered in future
  - can call external system for scoring, import scoring formulas, or import scored records
- system provides reports on model attributes and results
  - presents limited information on contribution of different inputs to scores
- can recommend best content, best next action to external systems via API or batch
- system provides dashboards on data management, campaigns, etc.

## Treatment Selection

- system supports batch and real-time campaigns across multiple channels
  - supports multi-step, branching flows in real time and with wait conditions
  - testing object in campaign flow supports multiple versions, can automatically pick winner and deploy
  - in-memory technology can provide response in milliseconds when needed
- can use rules and models to recommend best offer among several
  - can set goals and have system optimize recommendations to reach
  - can track offers as distinct object with metadata, for selection and reporting
  - system can store and deliver recommended email and Web content
    - option to integrate with content stored externally
- can capture response during interaction with system-provided Web tags
  - can use response to adjust subsequent recommendations during interaction
- campaign reports can track complex metrics, results vs. forecast
- can run campaign in test mode to see segment counts, impact of rule changes

## Execution

- system can execute Web landing pages, some social publishing
- provides tools to create dynamic content for Web pages and emails
  - supports approval workflows, templates, dynamic content
  - integrates with Litmus for deliverability and preview
- can deliver content blocks to email, Web, SMS, Twitter, Facebook, Salesforce.com, mobile marketing systems, China social networks including Weibo and renren
- existing email integrations with ExactTarget, eDialog, YesMail, SendGrid
- existing SMS integrations with ExactTarget, Waterfall, and non-U.S. vendors
- existing CRM integration with Salesforce.com for bidirectional data synch
- existing integrations with mobile marketing platforms
- infrastructure to connect to client mobile apps
- software developer kit for integration into delivery channels, social networks and external systems
- new connectors typically by vendor developed in 4-6 weeks

## Technology

- deployed as a service (SaaS) or on-premise
- database connectors available for most products, either natively or via ODBC
- applications run native, optimized SQL on SQL Server, Netezza, Oracle, Teradata. Greenplum, PostGres, MySQL, SybaseIQ, Hadoop
  - queries execute entirely within each database engine until final result is returned
- full support for international data including Asia; can localize language of user interface
- largest client has 700 million customers, billions of transactions

## Deployment and Support

- system is deployed vendor or service providers
- vendor or provider works with client to set up database and initial campaigns

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## **RedPoint Global Inc.**

- typically involves client IT department for data connections
- initial set-up can be 1 week if database already exists
  - typically 10-15 weeks if database is needed, depending on complexity
  - simple database can be built in 2-4 weeks
- vendor provides training courses in campaign management and data management
  - multiple courses available; each course takes several days
  - trained users can access all system capabilities
- vendor offers services to build databases, set up campaigns, etc.
- security can limit users to specified folders, is organized into hierarchical groups
  - can integrate with Windows and LDAP security services

## **Pricing**

- pricing typically based on database size; other options available
- starts at \$5,000 per month

## **Vendor**

- founded: 2006
- product released: 2010
- number of clients: 150+
- named clients: not provided
- number of employees: not provided
- funding: private
- founder's background: Accenture, Seisint, ClarityBlue
- Web site: [www.redpoint.net](http://www.redpoint.net)
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# Guide to Customer Data Platforms

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## About Raab Associates Inc.

Raab Associates Inc. is a consultancy specializing in marketing technology and analytics. Typical engagements include business needs assessment, technology audits, vendor selection, results analysis, and dashboard development. The company also consults with industry vendors on products and marketing strategy. It publishes the B2B Marketing Automation Vendor Selection Tool (VEST), the industry's most comprehensive independent guide to B2B marketing automation systems.

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## About RedPoint Global Inc.

RedPoint Global empowers marketers to bring together whatever customer data they need to create precise one-to-one interactions with customers across any marketing channel. Unlike other marketing solutions, the RedPoint Convergent Marketing Platform enables users to quickly extract customer data from wherever it is, easily analyze customer behaviors and preferences, and create precisely the right communications – whenever and through whatever channel required – all from a single platform. No other software provider offers an all-in-one solution PLUS speed-to-market and robust scalability. For more information please visit <http://www.redpoint.net> or email [contact.us@redpoint.net](mailto:contact.us@redpoint.net).

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