

Responsys®

Responding to Explosive Growth

Leading On-demand Marketing Provider Responsys Speeds Development by 50%, Accelerates Customer On-boarding by 30-40%

FAST FACTS

BUSINESS INITIATIVES

- Support the launch of a new data-intensive SaaS offering
- Drive operational efficiencies
- Build scalable data-integration platform for expected business growth

TECHNOLOGY STRATEGY

Implemented the Informatica platform to create an automated, consistent data-integration process that supports new event-driven capabilities in Responsys' flagship SaaS offering and equips the company to accommodate future rapid growth.

“Informatica gives us an edge in time-to-market, cost, and reliability—all the advantages of a proven platform.”

— Antonio Casacuberta, Chief Technology Officer, Responsys

The Challenge of Scaling a High-volume SaaS Business

Responsys is a leading global provider of on-demand email and cross-channel marketing solutions that empower businesses to market more effectively through email, web, print, mobile, and social media channels. World-class brands such as Deutsche Lufthansa, PayPal, Lands' End, Continental Airlines, Avis Europe, and United Healthcare depend on the company's web-based platform to run tightly integrated marketing campaigns. Each month, Responsys helps companies send out billions of emails aimed at specific customers and market segments, and the volume is growing at a near-exponential rate.

Operating a high-volume software-as-a-service (SaaS) business poses formidable data and system integration challenges. For Responsys, it requires flawlessly orchestrating a complex array of marketing activities across multiple channels, while also giving customers the flexibility to easily modify or create new campaigns—for example, by segmenting customers differently or applying new rules that govern the content and timing of communications.

All of this demands sophisticated and accurate data movements between numerous systems, applications, and databases. Until recently, though, Responsys relied on custom coding to manage its data flows, an inefficient and costly approach that also created a rigid and less flexible system overall. “We try to build very robust, very scalable systems. And to do that we have to ensure that no two pieces are tied together too tightly,” says Dermot Gately, Director of the Engineering Database Group at Responsys.

BENEFITS

- Reduces software development time by 50%
- Accelerates customer on-boarding by 30-40%
- Accelerates launch of new SaaS offerings
- Will cut need for development and support resources by 50%

NUTS AND BOLTS

- Solution: Data Integration
- Products: Informatica PowerCenter® and Informatica PowerExchange®
- Services: Informatica Professional Services
- Sources: Event system designed to capture behavioral data
- Target: OLTP system

The data integration challenge became even tougher as Responsys prepared to introduce the latest version of its on-demand marketing platform. The product offered new capabilities for marketing through social media and mobile channels as well as advanced tools for tracking and responding to a customer's online behavior, such as clicking on emails, downloading information, and purchasing products.

These new features would add to the complexity of the company's backend systems—and as the product's popularity grew, the limits of its legacy data architecture would be severely tested. The situation demanded a new approach. "This was the perfect opportunity to reevaluate how we manage data movements between our various systems," Gately observes.

Foregoing Custom Development for a Proven Approach

Responsys considered building its own data integration solution, but that would have led to product delays and wouldn't guarantee success. "There's real money associated with the performance and reliability of the system, so it was important to go with a proven solution," says Antonio Casacuberta, Chief Technology Officer of Responsys. "Informatica gives us an edge in time-to-market, cost, and reliability—all the advantages of a proven platform."

Responsys now relies on the Informatica platform to move behavioral data from its event system into the online transaction processing (OLTP) system, where customers use the information to build complex, time- and behavior-driven marketing campaigns. For example, an airline can create a campaign that automatically sends a confirmation email to passengers just after they purchase a flight, another email a few weeks later to remind them about inoculations and passport requirements, and finally a text message on the day of the flight to update gate information.

With Informatica, Responsys has established a unified, cost-effective and scalable platform for managing event-driven data flows, helping ensure the successful launch of its new SaaS product. "Informatica gives us a consistent way of mapping and moving data between diverse code bases," Gately says. "It automates the whole process and brings it into a single framework and consistent design pattern." To speed development further, Responsys formed a central team tasked with managing data flows using the Informatica platform.

The Payoff—Accelerated Development and More

Since implementing the Informatica platform, Responsys has realized a range of business and operational benefits—from faster project turnaround to more streamlined customer on-boarding.

Faster development projects

Responsys estimates that Informatica-driven process efficiencies and productivity improvements have cut turnaround time for software development projects by as much as 50 percent. Today, developers on average complete projects in days compared to a week or more in the legacy data-integration environment.

Lower support and maintenance costs

As it ramps up its use of the Informatica platform, Responsys expects to lower data-integration support and maintenance costs by as much as 50 percent.

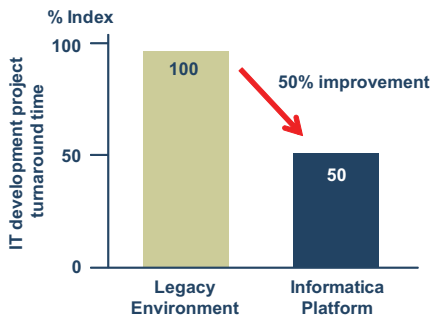
Streamlined customer on-boarding

To boost the efficiency of its customer on-boarding, Responsys automated key data-integration tasks that previously required extensive hand-coding. The company estimates the streamlined process will accelerate on-boarding by 30 to 40 percent.

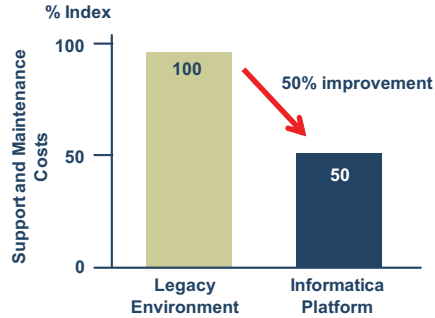
Improved scalability

With its unified, efficient data integration platform, Responsys positioned itself to accommodate an expected 20 percent increase in event-data volume as customers adopt its new product. "The platform will really open up this component of our service by ensuring there are no future data handling bottlenecks," CTO Casacuberta says.

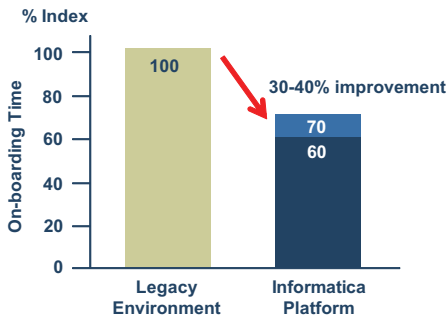
Faster Development



Lower support and maintenance costs



Accelerated customer on-boarding



Learn More

Learn more about the Informatica Platform. Visit us at www.informatica.com or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



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