



Getting to Know You:

Lenovo Powers Marketing Automation Across a Hybrid and Multi-Cloud Environment

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Demian Hardister
Marketing Data and Technology Strategy Senior Manager
Lenovo



Goals	Solution	Results
Support product innovation and business agility by adopting new cloud-based marketing technologies	Integrate customer data from Salesforce, Eloqua, Marketo, Microsoft SQL Server, and other sources using Informatica Intelligent Cloud Services	Flexibility to quickly change applications and business rules helps increase marketing effectiveness
Deliver relevant customer data faster to business users with a small marketing data team and limited IT involvement	Use Informatica Cloud Data Integration to synchronize and replicate marketing data at regular intervals	Ability to create integrations 4x faster gives marketers timely access to trusted and actionable data
Allow sales and marketing users to set up their own customer-based data integrations without waiting for developers	Place advanced data integrations in the hands of business users with intuitive wizards	Increases productivity by enabling business users and teams to build integrations without assistance

Business Requirements:

- Quickly synchronize sales leads between Salesforce and Marketo
- Integrate with more than 30 marketing data sources and platforms
- Establish a repeatable process for future data integrations

About Lenovo

Lenovo Group Ltd. or Lenovo PC International is a Chinese multinational technology company with headquarters in Beijing, China and Morrisville, North Carolina. Founded in 1984 in a guard shack in Beijing, Lenovo grew to become China's leading PC company, and then acquired IBM's Personal Computing Division, the creators of the first personal computer.

From the classroom, to the boardroom and beyond, personal computers are ubiquitous worldwide. At the forefront is Lenovo—a \$43 billion technology powerhouse, with 52,000 employees and customers in more than 160 countries. Coming in at number 226 on the Global Fortune 500 list, Lenovo is the world's largest personal computer vendor by unit sales since 2013.

Always innovating, Lenovo reinvented the laptop with the groundbreaking Yoga Book C930, the world's thinnest and lightest dual-screen device at the time of its launch.¹ The company also designs, develops, manufactures and sells tablets, smartphones, workstations, servers, electronic storage devices, IT management software, and smart televisions.

Lenovo's sales and marketing teams are primary drivers of the company's success, and they rely on account-based marketing to engage customers and prospects. Customer and product data helps the teams develop customer profiles and determine their preferences. Automated marketing through email and other digital channels helps Lenovo win customers and gain market share, so the company is always looking to use the most effective, cutting-edge marketing technology.

"Our business is constantly changing and adopting new marketing tools," says Demian Hardister, Marketing Data and Technology Strategy Senior Manager for Lenovo's North American Demand Center. "There's always a need to integrate with new data sources as our business teams acquire new technology from new vendors. We need to stay agile and deliver those integrations quickly, so we can stay current and consolidate legacy solutions as they become obsolete."

Integrating marketing data across a hybrid and multi-cloud environment

For a fast-moving business, having a central source of the truth for marketing data is paramount. Lenovo's North American marketing operations team depends on a data warehouse based on Microsoft SQL Server for all decision-making and campaigns. However, Lenovo also uses cloud applications such as Salesforce for CRM and Oracle Eloqua for marketing automation while utilizing Microsoft Azure behind the scenes. The company needed a way to replicate data from these applications into the data warehouse and support future marketing initiatives.

"Our market is becoming more data-driven, so the strength of our service is in the speed and flexibility with which we can deliver data with a small team and limited involvement from IT," says David Latka, Data Architect for Lenovo's North American Demand Center. "That includes not only acquiring new data sources, but also transforming data and pushing it out to our applications so we can make it available to sales and marketing users faster."

¹ Based on research conducted by Lenovo August 23, 2018 of laptops sold by major PC manufacturers shipping > 1 million units worldwide annually



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David Latka
Data Architect
Lenovo

Lenovo considered using the native data integration capabilities of each cloud application, but preferred to remain platform agnostic. With more than 30 data sources and more coming all the time, it needed a standardized, reliable, and reusable way to integrate data from on-premises databases and cloud applications. It also wanted to enable business users to increase their productivity by building integrations themselves instead of waiting for developers.

“We found that Informatica Cloud Data Integration was the most flexible data integration solution and would be the easiest for business users to adopt,” says Latka. “We started using it for the simple use case of backing up new Salesforce leads to our marketing database, and it quickly became the backbone of our marketing data ecosystem.”

Building integrations 4x faster

Informatica is now the data team’s preferred method of building data integrations. Lenovo’s North American Demand Center uses Informatica Intelligent Cloud Services for 50 percent of all integrations, instead of having developers build and maintain them.

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Lenovo now has the freedom to adopt new applications and change business rules to increase marketing effectiveness and orchestrate consumer messaging across channels. For example, when Lenovo launched a new marketing automation initiative for its small and medium-sized business customers with Marketo, it used Informatica Cloud Data Integration to quickly synchronize data between Marketo and Salesforce. The team has since deployed similar integrations with Oracle Responsys and Adobe Audience Manager.

“Informatica Cloud Data Integration was able to support an expedited timeline for us to bring our SMB business into Marketo, and Salesforce CRM integration was a critical piece of the deployment,” says Hardister. “The native integration didn’t fit our needs or our timelines, so we used Informatica to meet the business requirements.”

Adds Latka: “A lot of marketing automation tools offer direct CRM integration, but it’s a bit of a black box. With Informatica, we have confidence that we can meet any integration need without compromising how we manage the data. We know that it’s going to be effective and timely.”





Lenovo

Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica Cloud Data Integration

Empowering business users

In many cases, business users are able to put business rules in place themselves and build integrations without assistance, using Informatica's intuitive wizards, preconfigured solution templates, mass ingestion, and out-of-the-box mappings.

"We position Informatica Cloud Data Integration as a business user tool, and we do a lot with it from that perspective," says Latka. "But at the same time, it gives us a lot of control over the business rules and processes that we build. Informatica did a great job in designing a cloud integration solution that is very powerful yet also very user-friendly. I can get a new hire started on creating integrations in 30 minutes."

Supporting global teams

It didn't take long for other teams at Lenovo to see the power of cloud data integration. Sales operations teams around the world now use Informatica to bring in data for analytics purposes using advanced transformations, controls, and exceptions. With a repeatable process for future integrations, Lenovo can adopt new cloud apps faster, consolidate legacy tools, and provide better decision support and reporting with more timely and accurate measurements of the business.

"Informatica Intelligent Cloud Services is key to bringing data sources in, pushing them out, and synchronizing data between the platforms that support our sales and marketing activities," says Hardister. "It has allowed us to meet much quicker timelines and achieve our goals as a marketing team without significant development effort."

