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CASE STUDY:

xactlyit

Xactlyit Uses Kmesh to Support Arrow's Marketing Strategies and Comply with GDPR

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About Xactlyit

With offices in Palm Harbor, Florida and Holden, Massachusetts, Xactlyit provides marketing services to leading High Tech brands, including Arrow, IBM, Oracle, Juniper, McAfee, NetApp, Veeam, and VMware. Xactlyit's integrated set of marketing capabilities, such as advanced marketing automation, expansive data capture, and fine-tuned data management, makes the company a 'go-to' source for marketers striving to penetrate new markets or capture larger share of existing markets.

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Xactlyit has enjoyed strong customer uptake and repeat business due to their delivery of consistent and quantifiable marketing results. By giving their clients better data than what competitors can glean about prospects, then performing pinpoint outreach to uniquely qualified sales targets, Xactlyit dramatically increases marketing campaign ROI and ROAS.

The Need to Manage Data across Clouds and Regions to Comply with GDPR

In early 2019, Xactlyit performed data-driven outreach on behalf of Arrow to marketing targets within multiple western European nations. The marketing targets, all IT professionals, were required to fill out online forms with information to help further qualify them as legitimate, marketing-qualified leads. With the advent of strict enforcement by the EU around GDPR, Xactlyit's Managing Partner, Jim Hannagan, recognized the need to ensure their data collection systems and processes remain in compliance. "Arrow and our other valuable customers rely on us to manage prospect data in ways that prevent them from running afoul of data-related regulations, especially GDPR," said Hannagan.

Core to the Arrow marketing campaign was an Xactlyit process whereby they collect data on prospects from EU nations by having them complete forms on a UK-based server running on Azure cloud; lightly verify that data within Azure, then transmit it to an AWS cloud instance in the United States where an analytics application runs; and finally, the Xactlyit database residing on AWS receives the fully analyzed and cleansed data updates.
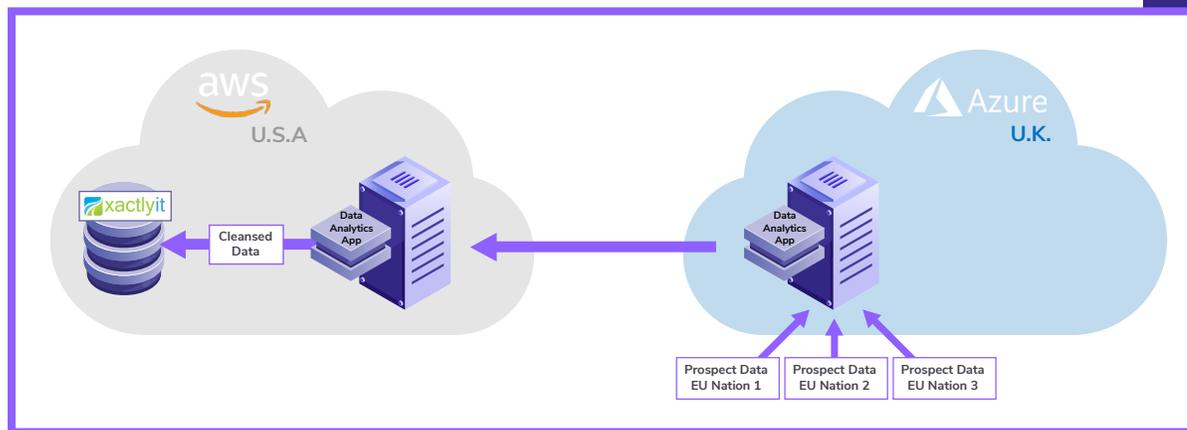
As Xactlyit's data team reviewed details of GDPR, they saw that certain data elements which they routinely collect fall under the umbrella of 'protected data' and can no longer be transmitted out of the EU without an individual's clearly-expressed consent. "We knew that would be an ongoing challenge. So, to take a cautious approach on Arrow's and our own behalf, we decided to parse the data," said Hannagan. "That would mean leaving some in the EU and transmitting some to the U.S. for deeper analysis."

The company needed to find a way to parse data for the specific Arrow campaign underway. Yet, an even bigger concern was figuring out a cost-efficient and automated way to orchestrate data (parse, transmit, and store based on rules) to suit all of Xactlyit's campaigns, many of which must now comply with California's Privacy Act, EU GDPR, and evolving regulations in Australia and New Zealand.

Selecting Kmesh SaaS for Multi-Cloud Data Sovereignty Compliance

As Xactlyit sought an automated solution for managing data in their multi-region, multi-cloud process architecture, they knew the right solution would have to perform well in four core areas:

- Be simple to use
- Provide an easy way to validate GDPR compliance for clients' reporting needs
- Offer a single user interface to manage data movement/storage policies
- Synchronize data across multiple cloud platforms and regions

Initially, Xactlyit considered a solution presented to them by Mimecast. However, they passed on that solution, because it did not fully cover the range of data management scenarios Xactlyit would likely face in the next 12 to 18 months.

In the end, Xactlyit selected Kmesh SaaS to support their global and national marketing campaigns. What attracted Hannagan's team to Kmesh SaaS the most was the platform's flexibility and ease-of-use across multiple clouds. "With Kmesh, we were free to run one server on Azure in the EU, multiple servers in other clouds and countries across the EU, and have data synch back and forth between the United States, EU, and other regions automatically," said Hannagan.

Achieving Data Sovereignty Compliance with Kmesh Proves Simple

Xactlyit's data team found it easy to get started using Kmesh SaaS. Hannagan assigned a data orchestration lead who tagged the various datasets based on whether they would remain in the EU or be transmitted back to the United States. He then used the Kmesh Portal to register Xactlyit's Azure and AWS clouds, install Kmesh software agents onto them, and configure policies and data orchestration rules.

Today, Xactlyit has a fully-compliant data orchestration architecture running on Kmesh.
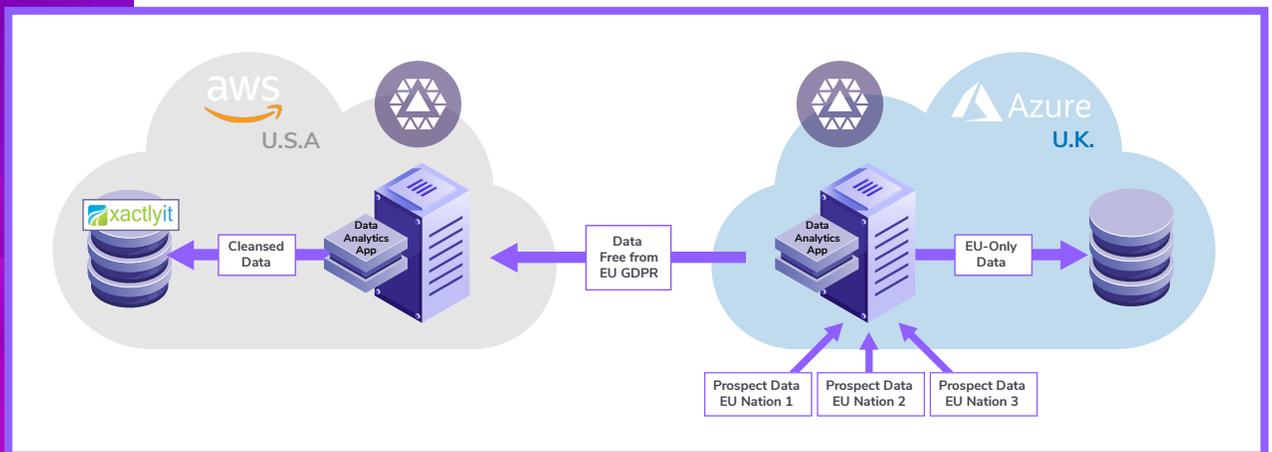
With their ongoing data sovereignty solution in place, Xactlyit is providing the same levels of service their customers have come to expect. But now, they are able to tell any new prospects or future campaign managers that they have the infrastructure and data-tagging processes in place to ensure data is managed in full compliance with any new regulatory hurdle that may be presented to them. "It's a valuable check box that people are realizing

they need to check soon," said Hannagan. "We are starting to see it as a true differentiator as we close business with more of the best-known technology brands and their conservative-minded marketing execs."

Future Uses of Kmesh SaaS for Data Sovereignty Compliance

Xactlyit sees more marketers seeking to blend first- and third-party data with the data which prospects give voluntarily. As demand for blended data from a variety of sources grows, such as that from cloud-based Big Data and IoT data repositories, Xactlyit has the capability in place with Kmesh to incorporate it. "Just a bit more tagging and some clicks in the Kmesh portal, and we'll have a whole new, revenue-generating offer," laughed Hannagan.

To explore Kmesh SaaS further, visit us on the web at **https://kmesh.io**.
To speak with a Kmesh sales specialist, email us today at **info@kmesh.io**.

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