



Customer Case Study

Industry: Online Analytics

Overview

1024 Degrés is a pioneer in digital marketing and electronic customer relationship management (eCRM). Their services provide a complete analysis of customer behavior over the whole lifetime, requiring the analysis of massive amounts of data and integration with a company's internal information systems. The company is based in Paris, France.

Challenge

The company's patent-pending technology helps its customers understand and analyze the complete lifecycle of customer interactions, weaving together massive amounts of data from multiple sources, including on-line customer interactions as well as data from the company's internal customer information systems. 1024 Degrés uses this information to drive the most relevant information to customers in real time. 1024 Degrés needed the ability to efficiently and rapidly extract valuable customer behavior information from the huge volume of data collected, while still protecting each consumer's right to privacy. In addition, French regulations dictate that consumers always have the right to immediately access, modify or delete personal data—including any links to these data. 1024 Degrés also required a solution that would fit within their budget and staff constraints.

Solution

1024 Degrés selected the Infobright data warehouse solution based on its ability to efficiently and rapidly extract valuable customer behavior information from the huge volume of data collected, while still protecting each consumer's right to privacy, as well as providing ownership and control of any personal information, as required by French regulations. After evaluating a number of data warehouse solutions, only Infobright could deliver the right levels of speed and precision, without taxing the IT budget and staff of 1024 Degrés.

"Only Infobright could deliver both the scale and efficiency we needed to tell our clients what motivates their customers at any given moment, while also keeping them in compliance with French regulations."

Dominique Monet,
Chief Executive Officer
of 1024 Degrés