

# **Flexible Web Infrastructure**

in a multi-brand company as a source of 1st party data



# Intro

# Two groups of measurable objectives for marketing units within corporations

## Optimize consumer marketing

e.g. increase reach, conversions, optimize cost per lead

## Optimize operations

e.g. reduce production costs, time-to-market, number of flaws, internal costs

- 1. Overwhelming number of tactics and instruments**
- 2. Fragmented technologies**
- 3. Fragmented data**



# Options

## Take an enterprise level all-in-one solution

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Adobe® Marketing Cloud



ORACLE®

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SIEBEL

**Quick but very expensive and not flexible**

# Develop proprietary all-in-one solution

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## Flexible but extremely slow

the solution will get outdated even  
before launch

# Develop Enterprise Service Bus

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Invest in the platform only and then easily plug in, remove and shuffle 3rd party services



# Unified Web Service

**All in one  
place**

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# One platform for diversity of instruments



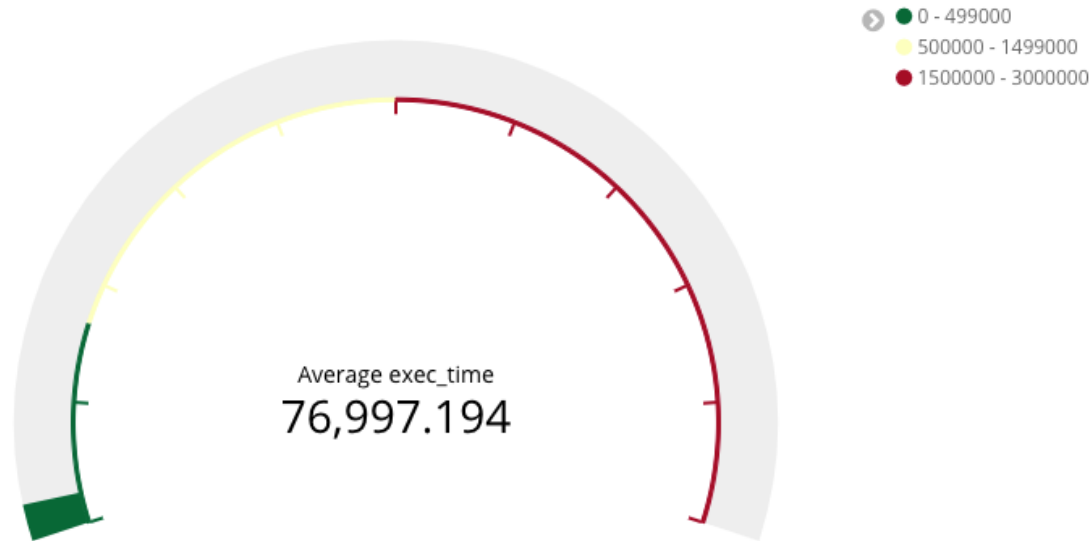
# Centralized configuration

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# 13 UWS as ESB

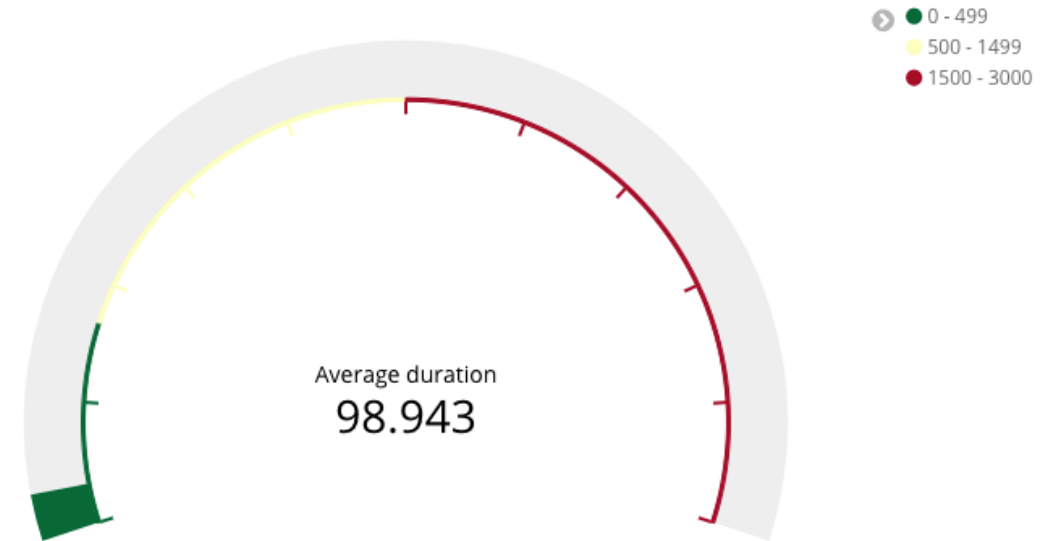
# United tool for monitoring

UWS Gauge



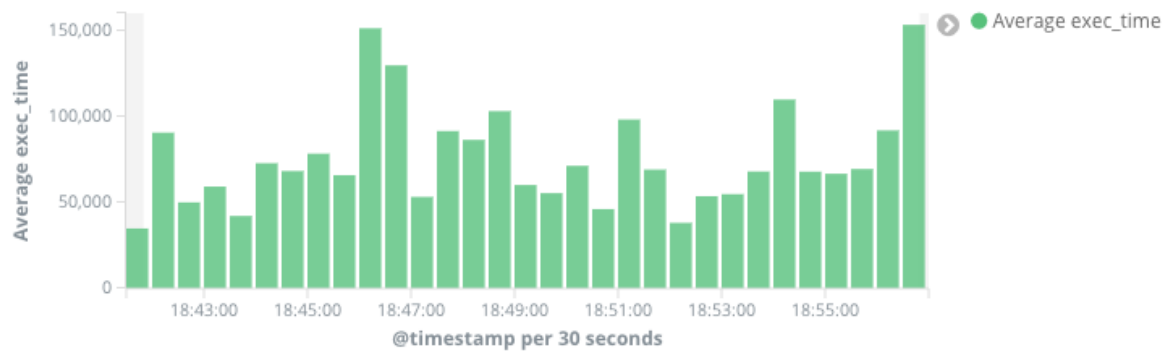
Average exec\_time

UWS.Passport Gauge

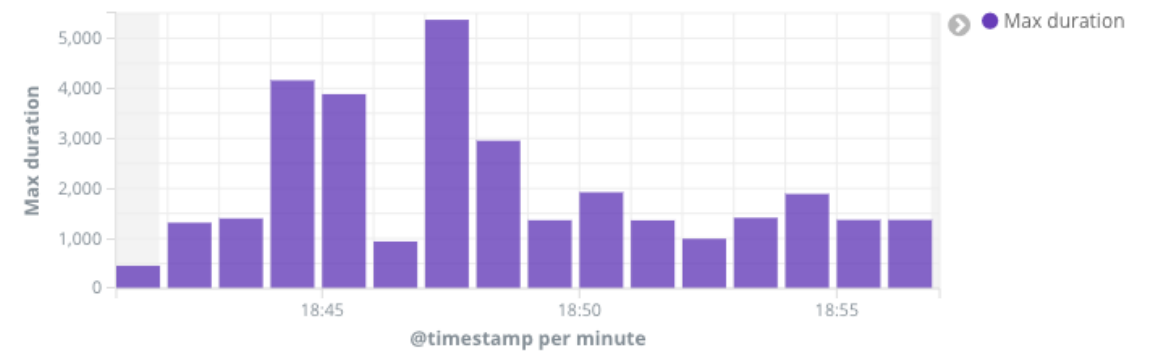


Average duration

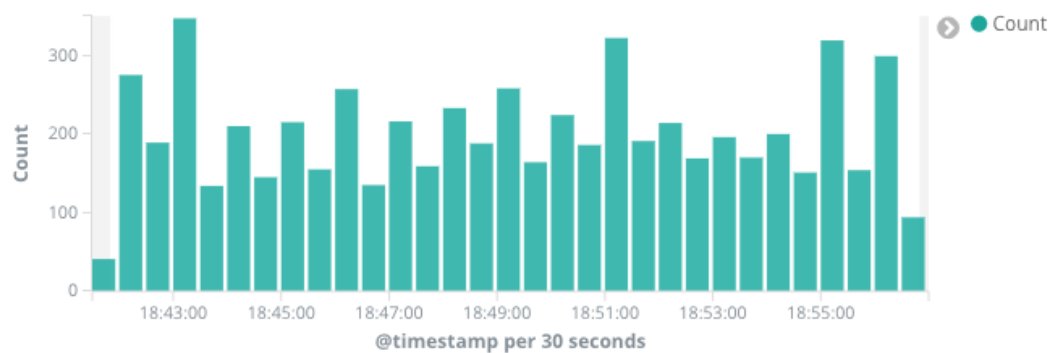
UWS duration



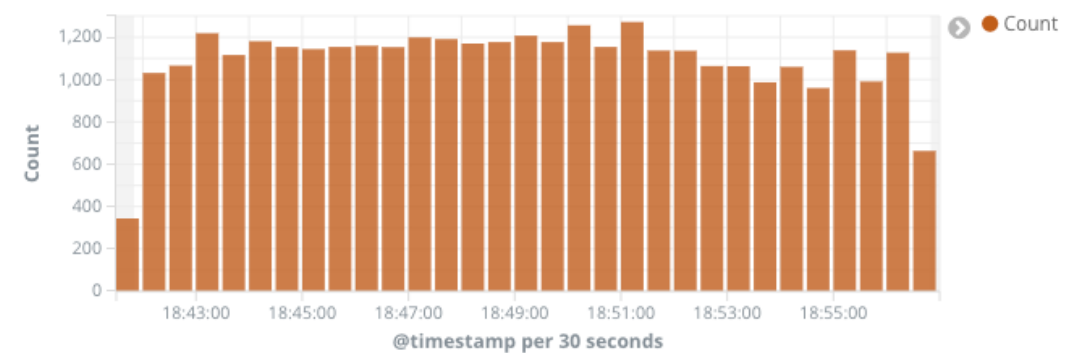
UWS.passport query duration



UWS query



UWS.passport query count





# Business Benefits

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**Consolidated data from different brands, promos and 3rd party vendors to single CDB allowing to optimize future campaigns, content, brand web presence etc**

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# Easy integration of 3rd party solutions

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# Minimize risks related to legal and storing of personal data

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# Reduced production costs and time-to-market for promos

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# Manageable solution for promo launch and maintenance

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# Single CDB as a result of using UWS functionality

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# Technical Part

**For simplification of integration  
we have several tools**

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**(API, Bundle, Blank Project)**

**Depending on the mechanics, a different set of ready-made widgets is used**

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**The platform is still flexible to the required business changes**

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# One single platform but various forms

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**Any new part of UWS is supported  
by new methods in ESB**

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# Thank you

