

# CASE STUDY

## **DIGITAL MARKETING OPTIMIZATION FOR MULTINATIONAL TECHNOLOGY COMPANY**

### **Client Background**

Our client is an American multinational technology company that operates in more than 170 countries. The company is a major research organization, holding the record for most U.S. patents generated by a business for 25 consecutive years. They have a large and diverse portfolio of products and services across cloud computing, cognitive computing, commerce, data and analytics, Internet of Things, IT infrastructure, and mobile security.

### **Business Challenge**

Our client faced a rather complex task of migrating sensitive data from a cost-consuming Oracle platform to a progressive Hadoop-based one. An additional challenge was to harmonize the technology stack within the product offerings and migrate the web UI layer on the modern stack (JavaScript, html5, Angular). The goal of the project was to do MVP of migrating major components and reports with the aim to have a common web UI for the products within the same offering.

**softserve**

## Project Description

SoftServe developed a digital marketing optimization solution that makes it easy to garner insights from web analytics and digital customer profiles and with a few clicks and turn them into personalized marketing campaigns. This can be achieved through website, mobile, email, and other digital channels, and provides web analytics that help create personalized recommendations.

The tool automatically generates personalized product recommendations based on each customers' current and historical shopping interests and business rules to present customers with the most relevant, effective, and timely recommendation possible for wherever they are in the buying process. It provides a powerful user interface for enabling rapid implementation, algorithm modification, business rule management, and recommendation preview.

The end users of the web app are not only our client, but also sold to their customers as a subscription-based service.

## Value Delivered

The developed web app enabled our client to realize its cost optimization, new market opportunities, and process optimization goals. Our team helped to migrate from Oracle to Hadoop and developed an initial version of the new web UI layer for the entire product list-migrating the old stack to the modern platform.

## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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