



## BACKGROUND

Datalogix combines database marketing and digital media to use the power of purchase-based audience targeting to drive measurable online and offline sales. They offer audience segmentation and integration programs directly and through all leading digital media companies.



Datalogix's audience platform is powered by a database with over \$1 trillion in consumer spending behavior, deep datasets, and expertise in the CPG, retail, and automotive verticals.

## THE PROBLEM

Datalogix receives thousands of gigabytes of data each month from member companies. Member companies transmit sales transaction data through file transfers ranging from several hundred megabytes to several thousand gigabytes. In addition to the vast amount of data Datalogix pulls in each month, they deal with significant outbound data delivery traffic. Datalogix clients receive marketing lists that meet specific criteria.

Datalogix required a Secure File Transfer platform that was easy to manage and configure. In addition to security, automation capabilities and the mechanisms to manipulate inbound files were required. The solution also had to mesh well with the internal workforce and existing user authentication systems.

## SEARCH CRITERIA

With security issues at the forefront of digital era worries and data exchange and storage volumes growing, Datalogix needed data security and the capacity to handle increasing transfer rates. To complicate matters, Datalogix imports data in several ways, including scheduled batch transfers, transfers initiated from client sites on an as-needed basis, and "pulls" that required Datalogix staff to login to partner systems to retrieve data files. They required the flexibility to accommodate the various transfer methods while retaining efficiency.

To handle these needs, they searched for a product with robust events automation capabilities. Datalogix receives transacted data as part of a co-op database. Member companies range from small, less technically sophisticated organizations, to very large organizations that transmit thousands of gigabytes of data.

These requirements led Datalogix to research Managed File Transfer (MFT) solutions, including SRT's Managed File Transfer platform. The SRT solution was chosen for its security, automation, ease-of-use, and flexibility in handling Datalogix's complex transfer requirements.

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Dave McCabe  
*Dir. of Data Center Operations*

## IMPLEMENTATION

The implementation process faced its share of challenges. Once firewall configuration issues were resolved, the formal process of testing and signing off on the implementation moved forward. “South River Technologies’ support group has been great to work with,” says Dave McCabe, Director of Data Center Operations. “They helped us to thoroughly test and hit the goals of our implementation plans. Our needs have always been addressed promptly.”

Datalogix has made extensive use of SRT’s events automation capability. As data feeds are received, files are moved to a “safe zone,” where antivirus scans are run and initial cleansing of the data is performed. An internal workflow is then triggered in which the data is processed and analyzed. The events capability of the MFT solution is an integral part of the Datalogix workflow.

To automate transfers that previously required Datalogix employees to login to a partner system to pull data, they used SRT’s WebDrive, a universal file access client, to connect to external systems. WebDrive maps a drive letter from the client computer to the server to facilitate scheduled transfers. Alternatively, previously defined batch transfer can be launched on-demand.

Datalogix is currently working on implementing the full High Availability (HA) features of SRT’s MFT platform and SRT’s DMZ protecting server. All file transfer services will be fully load-balanced and will run in an HA environment.

## SUMMARY

The new SRT MFT platform successfully made both inbound data pulls and outbound delivery more efficient and easier to track. “SRT integrated well with our internal workforce,” notes McCabe.

In addition to efficiency improvements, the security and tracking SRT provides for this mission-critical application assures that Datalogix can offer the best possible service to their clients while addressing security requirements for the data that is the backbone of their organization.

