CASE STUDY SapientNitro
INDUSTRY MARKETING

LOOKING TO THE CLOUD FOR A COMPLETE SOLUTION

SapientNitro At-A-Glance:

SapientNitro, part of Sapient® is a new breed of agency redefining storytelling for an always-on world.

Challenges:

To give clients a more comprehensive solution, a powerful DMP hosted on a flexible cloud platform which was able to handle the 'unpredictable online traffic' many customers experience.

Solutions:

Sapient Nitro in conjunction with Navisite® delivered a complete cloud based subscription model service that enabled clients to digitally engage with consumers in new and innovative ways.

Business Outcome:

SapientNitro and Navisite have repeatedly delivered successful solutions for clients in a range of industries.

COMPANY OVERVIEW: SapientNitro

SapientNitro, part of Sapient® is a new breed of agency redefining storytelling for an always-on world. It aims to change the way its clients engage today's connected consumers by creating unique, integrated, immersive stories across brand communications, digital engagement and omni-channel commerce.

Challenges

In the digital marketing world most companies offering digital marketing platform (DMP) solutions will come in, design it, build it and, after that, the clients are left to manage the system on their own. SapientNitro wanted to do things differently; they wanted to give clients a more comprehensive solution, a powerful DMP hosted on a flexible cloud platform, not only designed but also managed by SapientNitro. A solution specifically designed to handle the 'unpredictable online traffic' many customers experience. By leveraging both SapientNitro's technical and marketing skills, businesses are freed from the daily management task of optimising their DMP solution and can instead focus on tasks that provide more value to their business.

This is where Navisite came in. Combining its expertise in cloud computing with Sapient's digital marketing capabilities, they were able to provide a complete cloud based subscription model service that enabled clients to digitally engage with consumers in new and innovative ways.

Solutions

SapientNitro chose to work with Navisite as one of their strategic hosting partners, because of their ability to deliver their complex DMP projects by leveraging its true elastic compute resources. There were several reasons why NaviCloud® — Navisite's premier cloud solution — was the perfect platform for these challenging projects. Firstly, NaviCloud was able to provide SapientNitro with a flexible cloud environment that enabled them to put in place measures to auto scale resources and respond to the fluctuating demands of their clients. This, combined with the availability of an unlimited infrastructure, meant that clients could be sure their DMP services would continue to run smoothly, even when they experienced huge unplanned spikes in web traffic.

The hybrid configuration provided also meant that SapientNitro was able to deliver the highest levels of security and performance. Rather than simply hosting virtual machines for firewall and load balancing, the Navisite solution meant that SapientNitro was able to integrate dedicated hardware into a public cloud. This ensured that clients received the maximum protection for their DMP solution. Introducing a physical load balancer also ensured that traffic was always managed in a way that optimised the DMP's performance.

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In addition to providing a leading edge platform to deliver the DMP solution, Navisite also setup a disaster recovery function. This meant that any disruption of service due to unforeseen problems would not impact delivery of service. Having a fully functional DR system meant that if there is any disruption to the primary site hosting the DMP, then traffic could be switched seamlessly over to the secondary site, ensuring that end users continued to enjoy a great user experience.

Aside from the technology advantages of NaviCloud; the expertise of the Navisite team was also a very important factor in making this a highly productive alliance. SapientNitro found that by integrating the knowledge and expertise of both Navisite and their own staff, they were able to offer a market leading solution. The two companies shared similar work cultures, which was essential due to the high level of collaboration required to deliver against a common vision. Having a local team in India meant that Navisite was able to sit down together with the SapientNitro team and work on solving big issues together.

Results

SapientNitro and Navisite have repeatedly delivered successful solutions for clients in a range of industries. One customer, a major sports club, sought a new way to

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digitally interact with their growing worldwide fan base. Together SapientNitro and Navisite implemented the EngagedFan solution, which enabled the brand to drive enhanced fan engagement by leveraging personalisation and omni-channel content delivery features. 'The end-to-end solution ensures that the entertainment created in the circuit is delivered real time to the remote fans', said Mohammad Wasim, Worldwide Infrastructure Lead for SapientNitro.

The platform allowed SapientNitro's client, a major sports franchise, to provide sports fans with content wherever and whenever they wanted it. In the unpredictable world of sports it's hard to tell when these spikes in traffic are going to take place. A spectacular win, race car pile-up or unbelievable goal may suddenly send fans flocking to the DMP. When these events occur SapientNitro's client could be confident that the scalable and reliable infrastructure provided by Navisite could cope with the increased demands on their DMP.

Another project with a large tourist destination site resulted in Navisite and SapientNitro teaming up to deliver Sapient's EngagedTraveler®, a platform that is devised and tuned to the needs and emotions of travellers. This solution transformed a static tourism website into a highly interactive experience. Based on the flexible cloud infrastructure of NaviCloud and the DMP platform, the tourist company was able to discover exactly what information new travellers to their site required and then delivered this data in real time. By using the online platform to listen to their customers, they

were able to engage travellers with data on everything from airport timetables, local transport options, hotel and real-time dining information – in short, everything that a traveller visiting a specific destination would require.

By adding value to the travellers experience through the provision of relevant, up-to-date information to enable travellers to plan, navigate facilities and find services wherever they were, the client was able to enhance customer loyalty on a deep level.

About Navisite

Navisite, Inc., a part of Spectrum Enterprise, is a leading international provider of enterprise-class, cloud-enabled hosting, managed applications and services. Navisite provides a full suite of reliable and scalable managed services, including Application, Cloud Desktop, Cloud Infrastructure and Hosting services for organizations looking to outsource IT infrastructures to help lower their capital and operational costs. Enterprise customers depend on Navisite for customized solutions, delivered through an international footprint of state-of-the-art data centers. For more information about Navisite's services, please visit navisite.com or navisite.co.uk.