

# Leading Financial Services Brand Utilizes Acxiom Technology to Modernize Its Data Infrastructure

## Challenge

The brand wanted to reduce costs, support new use cases and operate more efficiently by moving to Amazon Web Services (AWS) cloud computing system.

The brand looked to migrate to an Acxiom + partner standard products on public cloud IT infrastructure that integrated seamlessly with AWS.

The brand wanted a database management system that was high-performing, cost effective, and secure.

## Solution

Acxiom moved the brand to the cloud-based version of Acxiom's marketing and unified data layer solutions, based on the Snowflake Data Cloud.

Migrating to Snowflake allowed the brand to move seamlessly to AWS, all while providing flexibility if the brand chose to integrate with another cloud partner.

4X



Increase in model scoring speed

30%



Improvement in time-to-market

## Data-Driven Results

2X



Increase in processing speed of credit bureau file ingestion & overall database refresh activities

15%



Reduction in operational costs

ACXIOM |  snowflake

Case Study

Acxiom Data • Financial Services