

Improved Efficiencies with Acxiom + snowflake®

Leading Financial Services brand utilizes Acxiom technology to modernize its data infrastructure

Challenge

The brand moved from an on-premises solution to AWS to reduce costs, CapEx to OpEx, shorten cycle times, and support new use cases.

Acxiom led the migration, implementation, and maintenance of a high-performance, cost-effective, and secure SaaS database.

Solution

Acxiom migrated the brand to a cloud-based version of its marketing and unified data layer solutions, leveraging the Snowflake Data Cloud for a best-in-class database management system.

This enabled a seamless move to AWS while preserving flexibility to switch to another cloud-based solution if needed.

Result

15%

reduction in operational costs

2x

Increase in processing speed of credit bureau file ingestion

4x

Increase in model scoring speed

2x

Increase in overall database refresh activities