DX Marketing (DXM) is one of the country’s most comprehensive data-driven marketing firms, offering end-to-end services that include research and advanced analytics, location intelligence, digital marketing, creative and campaign measurement. Specializing in customer acquisition and retention, DXM has a close relationship with Oracle Data and Marketing Cloud Services, enabling DXM data scientists to deliver enterprise-level data marketing and analytics services to small and medium businesses.

Finding performance and customizability

DXM has a large proprietary database that houses personal data from the world’s most trusted brands. Using predictive modeling techniques DXM helps clients identify the characteristics of their current customers and other qualified prospects.

As DXM grew and expanded their offerings to include new capabilities, such as integrating geospatial data sets, they discovered they didn’t have the infrastructure required. Building it out themselves would be capital intensive and did not align with their goals. DXM wanted to control costs and focus on their core business and key capabilities — data science and marketing.

Their small IT staff had difficulty keeping up with the demands of a 24x7x365 data center, and managing not merely the software, but the full hardware infrastructure.

As they explored cloud solutions, they had trouble achieving the needed performance. In particular, achieving both the storage IOPS and low latency they needed for the workload to respond quickly were significant challenges. They also discovered many cloud platforms did not offer the flexibility they sought in tuning solutions at a foundational level — basic cloud products were pre-configured, and not customizable.

DXM was an early adopter of Oracle Database Cloud Service and has been running it in production since April of 2015. This solution improved time to market by over 75%, from 4-6 weeks to less than a week. It also helped boost revenue by 25%.

“Oracle’s flexible architecture enabled us to move to the cloud where other providers could not. With Oracle BMCS we have the ability to tune our solution with the performance and security we need. Our focus stays on serving our customers, not building and maintaining infrastructure or struggling with one-size-fits-all clouds.”

- Jerry Gearding,
  CTO, DX Marketing

WHY ORACLE?

- Performance, storage IOPS, and network latency unavailable on other clouds, resulting in faster data analysis
- Dedicated hardware satisfies data compliance auditors, and helps ensure security
- Cost-efficient performance that reduced IT staff expenses
- Avoided 9-12 month build-out of on-premises infrastructure, resulting in faster time to market
- Ability to easily integrate many applications on the same virtual cloud network
- Added 40% to the bottom line through faster time to market and IT cost savings
As DXM moved their advanced data and analytics capabilities applications onto Oracle Bare Metal Cloud Services, they wanted to expand on the results they experienced with Oracle Database Cloud Service. Additional goals of the implementation now included:

- A cost effective solution that reduced administrative expenses
- Faster data analysis output
- Quick deployment and faster time-to-market
- A high level of data security

**Lower costs, keeping the focus on the customer**

DXM’s customer data warehouse tracks 830 attributes on 280 million records and performs advanced analytics in response to customer queries. While they evaluated other leading clouds, they chose Oracle because of the lower cost and better performance metrics.

They deployed a database system on a bare metal server with 4 OCPUs, which they can easily expand to 36 over time, 512 GB of RAM, and local NVMe SSD storage. The deployment directly on bare metal gives them the performance, security, and low network latency their solution requires.

Every six weeks, DXM integrates an additional file for each of the 50 states in the US, plus DC, and uses external tables to connect to them and do data modeling and analysis. The ingestion of this data now takes only one-third the time.

“We’re able to keep our IT staffing low, and that really helps control costs. It enabled us to hire more data scientists.” said Jerry Gearding, CTO, DX Marketing. “With the Extreme Performance option on Oracle Database Cloud Service you benefit from all the most powerful tools and features, such as in-memory database and multi-tenant capabilities, that you would need to purchase as additional options for an on-premises deployment.”

“We avoided the 9-12 month process that would have been required to build-out on-premises infrastructure. It took only 30 minutes to provision the servers and network, and we were up and running in only 3 days. We got our new solutions to market much faster. Combining this with IT cost savings resulted in a 40% benefit to our bottom line, and our customers get campaigns to market faster because we can create audiences in one day instead of three or four,” said Ray Owens, CEO and Founder of DX Marketing.

In the past, they ran most of their analysis directly on the database, but the performance of their bare metal deployment is enabling them to create new dashboard and campaign applications which will run in virtual machines in the same virtual cloud network. Over time, DX Marketing also plans to move additional workloads to Oracle BMCS.

**About DX Marketing**

DX Marketing is a targeted marketing firm, offering end-to-end services ranging from research, analytics, digital and creative to a full-suite of commercial printing services.