

## Customer Successes Intellidyn

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**John Povey | Vice President Data Strategy | Intellidyn**



Intellidyn is a US-based leading provider of target marketing, analytics and multi-channel personalized marketing solutions for Fortune 500 companies. Using Futrix, the company is able to maximize its resources and achieve greater client satisfaction by responding to its clients needs instantly and providing a productive collaborative environment with them.

Dealing with a wide range of clients, Intellidyn's resources were strained to the limit attempting to respond quickly to clients' constantly changing requests. The company needed a system that could free up time for its team with the flexibility to adapt to a fast moving marketplace.

In consultation with Qualex Consulting Services, a Futrix premier partner, Intellidyn integrated Futrix into its current platform with minimal effort. The team at Intellidyn can now easily provide solutions to their clients in a timely fashion. Reports for clients, which used to take weeks to produce, are now delivered in hours. "After implementing Futrix, we've cut down our speed to market on campaign performance monitoring by as much as 80%," said

John Povey, Vice President of Data Strategy at Intellidyn. Resources at Intellidyn, as a result, are utilized with maximum efficiency.

With Futrix's high level of flexibility, Intellidyn marketing analysts no longer need programmers for any data changes. They now have the ownership of data and can make direct changes at clients' requests immediately with no programming knowledge required. As John discovered, "Futrix is one of the few systems we've seen that allows extreme flexibility on terabytes of data."

Futrix also provides Intellidyn with a collaborative working environment. Previously, there was no platform that allowed high interaction between Intellidyn and its clients. Now, Futrix acts as the platform where the Intellidyn team and their clients can share reports and ideas with each other. In John's words, "Our clients can now effectively manage marketing ROI in real-time," he goes on to say "This collaborative environment increases productivity between us and our clients. We have experienced greater client satisfaction."