INTEGRATION INNOVATION AT McAFEE

McAfee Group a wholly owned subsidary of Intel Corporation (NASDAQ:INTC), empowers businesses, the public sector and home users to safely experience the benefits of the internet.

The company delivers proactive and proven security solutions and services for systems, networks and mobile devices around the world. With its Security Connected strategy, innovative approach to hardware-enhanced security and unique Global Threat Intelligence network, McAfee is relentlessly focused on keeping its customers safe.

McAfee worked with CRM Technologies (CRMT) to embark on an ambitious marketing automation project to overcome some significant integration challenges. The results of this project have translated into 40% more opportunities with a 4% increase in new leads. The significance of this was cemented by an internal award recognising that the team has gone above and beyond in demonstrating innovation, inspiration, and impact.

KEY CHALLENGES

- Integrating vast volumes of data from different territories.

- Long lead generation cycles.

- Reliance on manual processes.

- Unable to take advantage of Oracle Eloqua's closed loop reporting functionality.

SOLUTION

- Dual integration solution developed by Oracle Eloqua systems.

- Development of 4 Cloud Apps to streamline processes.

- Introduction of a Data Uploader.

- Integration of CRMT Normalator.

BENEFITS

- 40% more opportunities.

- Automatic lead generation and campaign creation.

- Standardisation of data and improved data quality.

- Significant reduction in resource overheads.

- Highly accurate, closed loop reporting.

The integration challenge

McAfee is a global organisation with a vast quantity of customers and prospects. As a consequence, it has a large volume of data coming from different territories which created a challenge in terms of translating, standardising and validating information before it reached Oracle Eloqua. This process was particularly important as McAfee uses two different Oracle On Demand CRM systems, internally called Insight and Spark, meaning that data needs to move between both CRM systems and Oracle Eloqua seamlessly and reciprocally.

McAfee's initial integration with Insight (the sales CRM system) was rudimentary and meant that any record that had been updated in Insight would overwrite data in Oracle Eloqua every day, for seven days. This caused a number of issues and ultimately created unclean data in Oracle Eloqua. At this time there was no integration present between Spark (the telemarketing CRM system) and Oracle Eloqua, so all lead generation was performed manually by the downloading and uploading of lists – tying up valuable resource and causing significant delays in lead follow up.

A further challenge was the generation of unique campaign codes and asset names. These processes had previously been largely manual, powered by spreadsheets. This was a drain on time and not coherent with the large number of campaigns and data McAfee handles globally.

McAfee was previously unable to use the closed loop reporting functionality of Oracle Eloqua as there was no proven integration with Oracle On Demand. In addition, the loop that needed closing was across three different systems (Oracle Eloqua, Spark and Insight). This made it very difficult to report on opportunities all the way through the pipeline and attribute opportunity revenue back to costs. It was decided that the E10 migration project would be the platform on which McAfee would develop solutions to these significant challenges.

The specialised integration solution

The way in which McAfee previously dealt with its vast quantities of data, whilst functional to an extent, clearly left room for improvement. As any marketer will be aware, in order for Marketing Automation to work to its full capabilities data standardisation and validation is crucial. McAfee was aware of the need to create an automated solution and was in the final planning stages of the E10 migration, which the company saw as the perfect opportunity to make considerable changes.

McAfee established a partnership with specialist CRMT for both the E10 migration and integration solutions. CRMT developed a unique dual-integration between two Oracle On Demand CRM systems and Oracle Eloqua, a custom integration between Oracle On Demand and Oracle Eloqua's closed loop reporting functionality and the building of four Cloud Apps to streamline processes and improve data quality.

CRMT's dual-integration process covers:

- One-way integration of Account, Contact and Opportunity data from Insight to Oracle Eloqua

- Two-way integration of Leads between Oracle Eloqua and Spark

- Three-way integration of Campaign data between Oracle Eloqua, Spark and Insight, ensuring that the Insight Campaign ID is populated across all three systems.
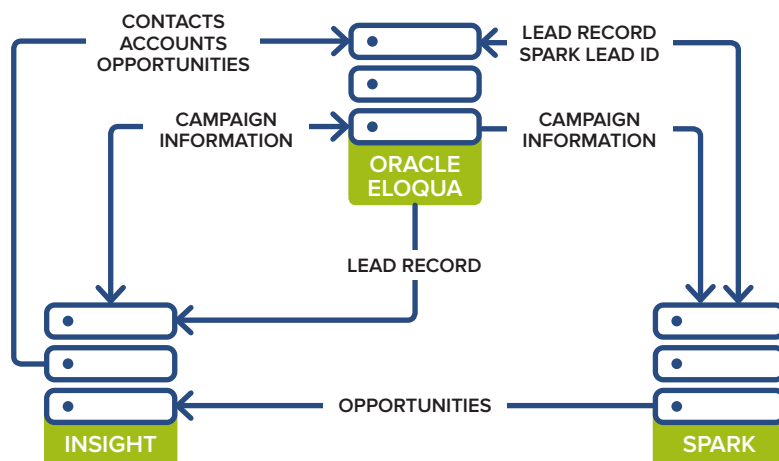

This process allows for the automatic creation of campaigns in both Spark and Insight, as well as introducing the ability for leads to be generated automatically and assigned appropriately within Spark, all of which reduce the related resource overhead required to manually perform this process.

This is the first time an integration of this type has been successfully produced and demonstrates McAfee's commitment to data cleanliness and maintenance techniques. Another first was the development of an integration between Oracle On Demand and the closed loop reporting functionality of Oracle Eloqua. This previously unproven process enables much more accurate reporting when it comes to tracking opportunities through the pipeline and attributing opportunity revenue.

Boosting data quality

CRMT built four Cloud Apps for McAfee, integrated into Oracle Eloqua, to help streamline processes and boost data quality. Prior to this, the process for generating asset names was largely manual, performed in a series of spreadsheets. The asset names would then have to be manually moved across to Oracle Eloqua. This is now fully integrated into Oracle Eloqua, allowing users to select from a series of pick lists that will in turn display only the information fields required for the type of asset they are creating.
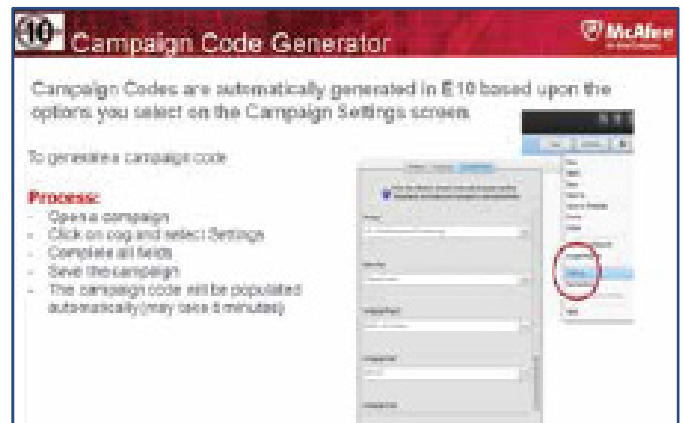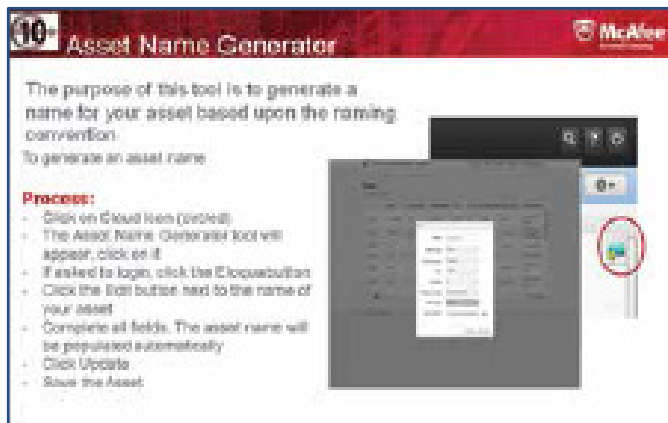
McAfee had previously used a similar process to generate campaign codes, using spreadsheets with a large number of columns. CRMT also moved this process into Oracle Eloqua, with the campaign code automatically being passed to McAfee's Oracle On Demand CRM systems. Campaign codes are McAfee's unique identifier for campaigns across all business systems and processes (where a database GUID is not required) and as such the consistent and unique creation of these is absolutely critical.

Streamlined data upload and standardisation

McAfee also worked with CRMT to create a data uploader for Oracle Eloqua. 'Email Address' is the only required field in the standard Oracle Eloqua process. This and the fact that no data validation is performed on upload means that data was often uploaded by field marketers with minimal information that was often formatted incorrectly and did not adhere to select list values within the system. The data upload tool that was developed not only allows McAfee to set required fields for upload but also allows the company to validate data against the select lists in Oracle Eloqua. As a result data is far cleaner, with better segmentation ability and more likely to pass to McAfee's CRM systems without issue.

During the development of the data uploader, given the multi-territory nature of McAfee's business, the lack of data standardisation was highlighted as a key concern. In order to address this issue CRMT's Normalator Cloud Connector was integrated into the process.

Normalator takes free text fields and 'normalises' the data into pre-defined categories, saving time and improving segmentation. This was particularly relevant for fields such as 'Job Title', a free text field that varies drastically across industries and territories. This tool has also helped McAfee with other areas of data validation and has helped the company to tidy its existing data, as well as automating the standardisation process, meaning the validity and quality of the data entering its Oracle Eloqua and CRM systems is as high as possible.

Measurable results

As a result of all of these projects, McAfee has achieved 30% more opportunities with 25% fewer leads. This highlights the quality of leads the company is now finding and translates into 40% more opportunities. The number of entirely new leads has also increased by 4%, while Marketing Qualified Leads to Opportunity have increased by 14%, as McAfee is able to find engaged contacts and build better segments.

On the 'softer' side, too, McAfee has reaped strong rewards. Its relationship with the Global Demand Center has been strengthened and its team has become a trusted and respected partner in improving and maintaining the highest level of marketing automation processes and procedures.

The level of commitment and understanding that McAfee demonstrated to the business to improve processes was unprecedented. This was a tremendous step forward for marketing operations, recognised by the fact that the Marketing Operations team won the 'Triple Threat Award' for the E10 migration project – a clear testament to the overall business success that Marketing Automation can deliver.

"Congratulations on your well-deserved Q1 McAfee Triple Threat Award for the Eloqua 10 Upgrade Project. Your commitment to the business and to McAfee is clearly evident in your actions. Thank you for bringing your best to work every day."

CMO,
McAfee

"The project with CRMT was a tremendous step forward for marketing operations - we have show our dedication to process improvement, our knowledge of marketing ops best practices; and our ability to perform at an exceptionally high level."

Jeff Breyare,
Senior Program Manager,
McAfee

About CRM Technologies

CRM Technologies (CRMT) helps businesses align sales and marketing to increase demand and grow revenues through best practice consultancy, technical integration and outsourced marketing operations. As one of the first specialist marketing operations agencies in the UK, we have led the way in helping all types of businesses transform traditionally siloed sales and marketing activities into integrated programmes that deliver Return on Investment.

Our teams provide tailored services and solutions that support every stage of the marketing automation journey, combining consultancy with technical and operational expertise in leading marketing automation platforms including Oracle Eloqua and **Marketo**, and CRM platforms such as Salesforce.com.

For more information, visit www.crmtechnologies.com or connect with CRM Technologies on one of the following social networks:

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