Grazitti Interactive®
Marketing for Digital Natives

LiveRamp Shares the Secret to Successful Data Demerge after Acxiom Split

HIGHLIGHTS

Data and processes demerged in 4 months

User experience improved with Salesforce Lightning

Data loss was zero

No crucial processes were interrupted during migration

THE CUSTOMER

LiveRamp is a data onboarding platform. It transfers offline consumer data to online environments. The offline data includes personally identifiable information (PII) which marketers can match with non-PII information (cookies and browsing history) to personalize campaigns, increase conversion rates, and reduce cost-per-acquisition (CPA).

THE CONTEXT

Splitting a company into two can be harder than a merger. In mergers, you can operate independently for longer and combine processes strategically. The sense of urgency in a split, however, is greater. When Acxiom and LiveRamp decided to part ways early in 2018, the LiveRamp's Head of Sales Operations, Suriel Lopez, had less than four months to define the next business model, implement a technical infrastructure, and complete data and process separation.

THE OBJECTIVES

Identify the data that belonged to LiveRamp. The data was stored in Salesforce Classic—and a host of other systems—and had to be moved to a Salesforce Lightning instance. The migration was more than just a lifting and shifting job because a second objective was to integrate the new org with Zuora, Marketo, and several other solutions LiveRamp's team would need.

THE SOLUTION

Leveraging our Hybrid Delivery Model, a member from our Salesforce team traveled to San Francisco. His job was to gather requirements, lead the offshore developers, coordinate between the LiveRamp and Grazitti teams, and ensure timely deliveries and smooth deployment. Here is a breakdown of the process that followed:

- **Prepared data for transfer:** Applied data filters on Acxiom's systems to identify the LiveRamp data. The filters were created after a discussion with the LiveRamp team.

- **Moved metadata from Acxiom's org to LiveRamp's Org:** Transferred metadata belonging to LiveRamp's employees to the new org to keep the "cutover period" optimal.

- **Upgraded from Classic to LEX:** Set up an org in Salesforce Lightning. LiveRamp's processes demanded setting up Sales Cloud, Marketing Cloud, and Service Cloud.

- **Customized components and developed new ones:** Built several Salesforce components from scratch and customized the org for each user profile.

- **Integrated the LEX with other tools:** LiveRamp used Zuora, Marketo, and several other tools. Each of them was integrated with Salesforce to stabilize their billing and finance processes.

- **Migrated data to the new Salesforce Org:** Backed up the data on our servers and then performed an actual data migration. The backing up was a risk reduction strategy.

- **Conducted a QA:** Tested the new org with the data on a small team to ensure consistency in user experience and identify any issues before the new org was live.

- **Went live:** The final project was handed over to the client within four months. The deployment distributed over several weekends for minimal downtime.

> " Earlier in the calendar year, LiveRamp made a strategic decision to divest its legacy Acxiom Marketing Solutions business through a transaction with IPG. As a result of this divestiture, we were given a four month timeline to de-merge Salesforce.com environment, data, and processes. This project was a success enabled by our critical partnership with Grazitti. Project deadline was met through the hard work from the Grazitti team. Its members worked day and night to separate data & processes, set up a new Salesforce org under Lightning, and integrate the org with the platforms we used.
>
> *Suriel Lopez,* **Head of Sales Operations**

THE OUTCOME

Grazitti successfully created a replica of the systems its employees had come to rely upon. The migration to Lightning Experience did not affect end users in any way or hindered their work. The entire data was demerged and migrated in fewer than four month.