



GLOBAL MARKETING COMPANY FUELS GROWTH WITH AI

Epsilon processes billions of emails per week, delivering the right message to the right customer at the right time

EPSILON™

Marketing & Advertising

USA

Business needs

Epsilon uses artificial intelligence and machine learning to analyze customer activity, delivering personalized emails based on individual preferences. In order for the company to adjust and customize messages in real time, Epsilon must have the ability to quickly and efficiently process massive amounts of data. Additionally, due to its rapid growth Epsilon must also be able to scale to meet changing workload demands. Finally, because the firm handles sensitive customer information for its clients, cybersecurity is always a top priority.

Solutions at a glance

- Dell EMC PowerEdge
- Dell EMC OpenManage Systems Management

Business results

- Uses AI and machine learning to deliver personalized content
- Sends over 100 billion messages per year
- Meets and exceeds service level agreements
- Increases data security
- Improves server deployment time

“Everything we do is centered around data and our ability to get the right message to the right person at the right time.”

Robert Walden
CIO, Epsilon

[Epsilon](#) is the digital powerhouse behind the marketing and loyalty programs of many Fortune 500 companies including American Express, FedEx and Walgreens. This global firm uses thousands of data points to customize individual messages for recipients, delivering content that gets maximum results. Epsilon CIO Robert Walden explains, “Everything we do is centered around data and our ability to get the right message to the right person at the right time.”

The need for speed

Epsilon processes billions of emails per week with artificial intelligence that combines analytical expertise and predictive models to evaluate responses and create personalized messages in real time. The company is currently doubling in growth year over year, so its infrastructure, as well as its staff, must keep pace. As demand grows and workloads change, Epsilon must be sure that its staff is prepared to handle the evolving technology.

Throughout this period of rapid growth, security remains a top priority for Epsilon. It handles massive amounts of customer data, and its clients demand and deserve the utmost security. As Walden stresses, “Cybersecurity is always at the forefront of everything we do—all of our planning, our applications and our business models—and at the center of that is the data itself.” Epsilon needed a partner that could not only help them meet their IT demands, but also understand the importance of data security.

Standardizing on a PowerEdge server platform

In order for Epsilon to quickly process data and continue to provide a high level of service for its clients, the company built Agility Harmony™ which runs on Dell EMC PowerEdge R740xd servers with Intel® Xeon® Platinum processors. This solution provides the flexibility, scalability and performance to meet the requirements of its customers and internal stakeholders.

“Our entire Harmony platform runs on the Dell PowerEdge platform, and that has provided us the flexibility, scalability, and the performance to meet the requirements of both our customers and our internal stakeholders.”

Robert Walden
CIO , Epsilon

“We process billions and billions of transactions per week. We needed a platform such as the Dell EMC platform to allow us to scale to those requirements and to those performance needs.”

Robert Walden
CIO , Epsilon

Epsilon's Agility Harmony™ uses workloads such as Hadoop to apply AI and machine learning to its marketing processes and securely deliver personalized content. For example, Epsilon's employees can adjust messages in real time based on a user's preferences or history, quickly changing images or copy to personalize an email or text message. This level of customization leads to better engagement, better conversions and ultimately better results.

Epsilon uses Dell EMC OpenManage Systems Management tools to help automate all its intake process in the deployment of its PowerEdge servers within the Harmony environment. The IT staff also appreciates the ability to remotely monitor servers using the integrated Dell Remote Access Controller (iDRAC), which saves them trips to the data center. Prashanth Athota, senior vice president of platform engineering, said, "It's quicker to respond using iDRAC services, which helps us to meet our service level agreements with our customers."

More than a vendor

For Epsilon, it's clear that Dell EMC brings more to the partnership than simply hardware. As Jun Chen, senior vice president of operations, explains, "Dell EMC has helped us a great deal in understanding our business and our requirements. They partner with us to streamline the procurement process as well as the configuration, which enabled us to provision to our solutions a lot more quickly." Walden agrees, "It's not just about the hardware or the platform itself. It's the service and support around that platform. We know when we have an issue at 3:00 a.m. that Dell EMC will be there to help us ensure that our client base will not be affected."

"We're laser focused on the success of our clients. Everything we do within our infrastructure and our application environments is to facilitate that success. The more effective our applications, solutions, services, infrastructure and hardware, the better we're able to do that."

Robert Walden
CIO, Epsilon



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