

Case Study

Eloqua Architecture Redesign for a Fortune 500 Tech Giant

Envisioning an entirely **new framework** and platform architecture for our client's Eloqua install, building a solid **plan of action** and implementing all **new features E2E**.





Client Testimonial

“A true extension of my team and a very valued partner.”

I’ve worked with LogDMS for a few years on many projects. I could not be more impressed with their professionalism, teamwork, communication and results. Their attention to detail, cost and project management is outstanding. Their team is knowledgeable, responsive and committed to supporting our initiatives. They not only make my job easier, but they make me look good.”

- Anonymous, **Head of B2B MarTech**



Challenges

- Establishing smoother **navigation and interaction** with the install
- Real-time **sales cycle synchronization**
- Establishing **interconnectivity** of data sources
- Achieving better **transparency** and visibility
- Implementing a properly **structured system**
- Improving **trackability** of all contact data

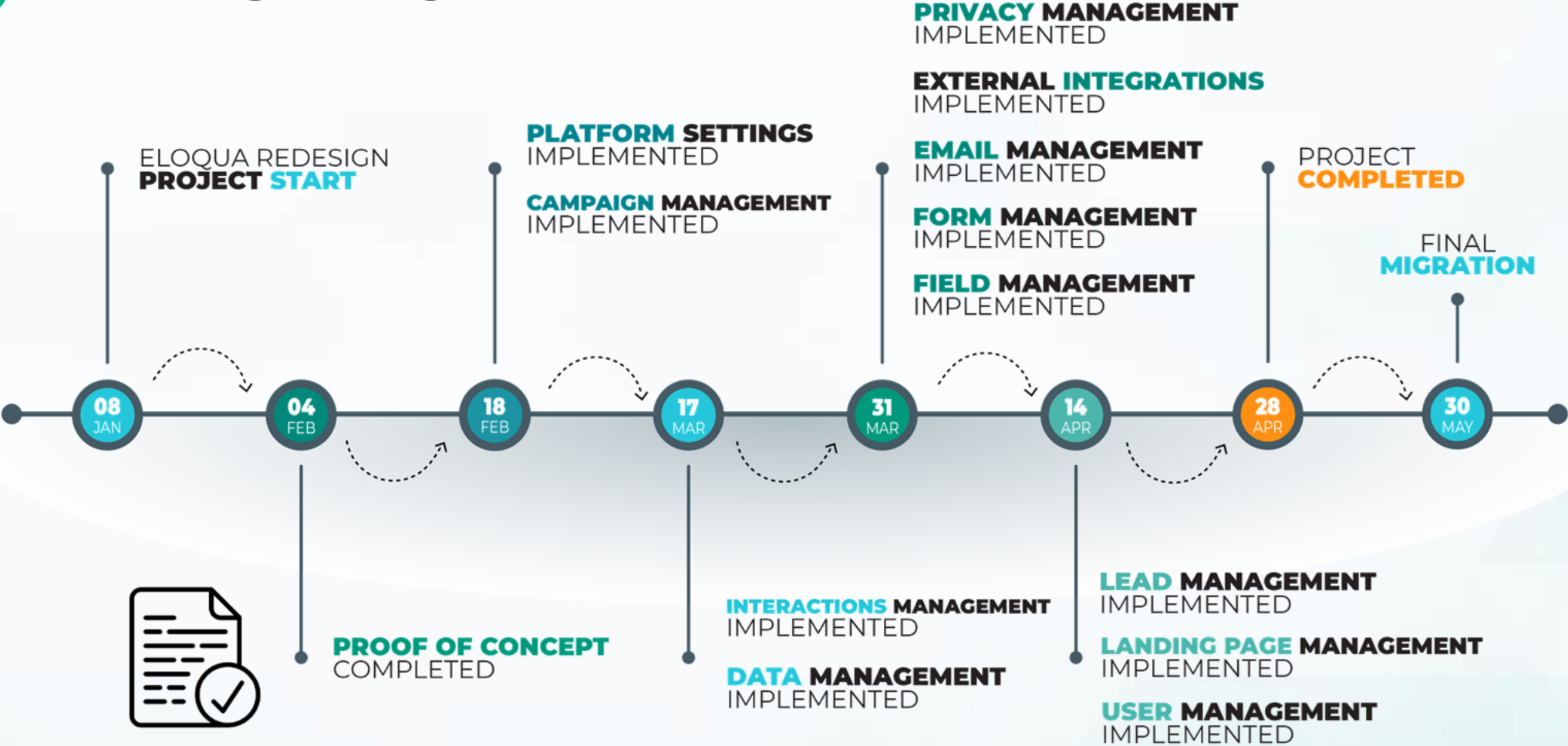
Results

- Workflows were adjusted to reflect **recent business requirements**
- The Eloqua administrative team **regained control** over the system
- Business requirements now dictate workflows, not the other way around
- **Clarity was restored** for users from the Marketing, Sales and Admin departments



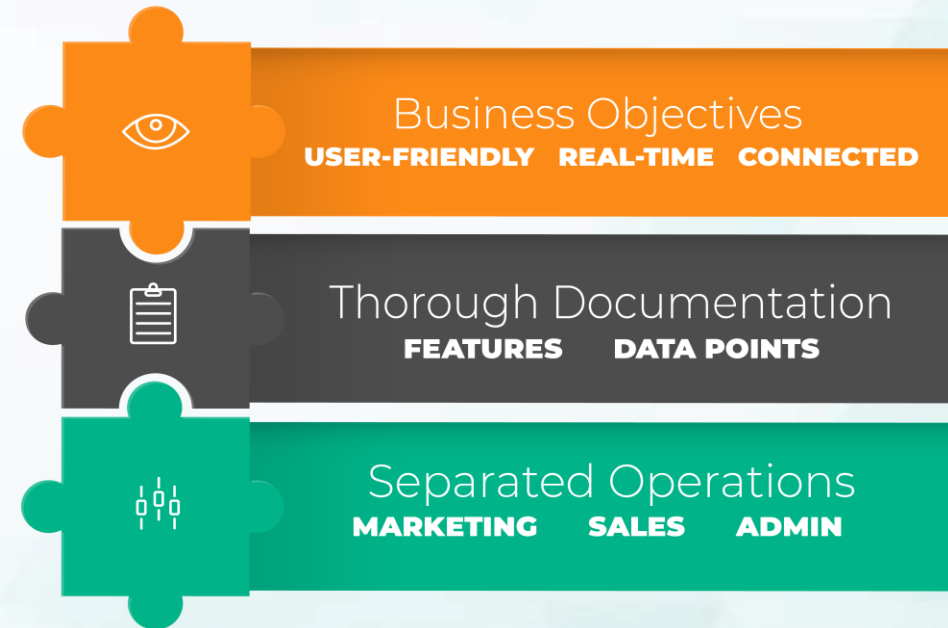


Timeline



Solutions

-  Project Management best-practice success road mapping using **AGILE Methodology**.
-  **User Acceptance Testing** and migration from Sandbox to live install
-  Eloqua **Migration Workshop** & continuous support
-  Designing the new install concept via **3 pillars**:



Solutions

Built the new Eloqua architecture to cater to **3** departments' needs:

Marketing Enablement

- Privacy Management
- Field/Form Management
- Data Management
- Touch Governance
- Asset Management
- Campaign Management
- Email Deliverability
- Re-engagement Campaigns

Sales Enablement

- Lead Management
- Interest Listener

Administration Enablement

- Platform Settings
- External Integrations
- User Management





Our client



Location

California, USA



Company size

10,000+ employees

Industry

Information Technology



Want to know more?

Access the **17-page extended Case Study** for all the details behind our technical solutions.



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