



# Case Study



## BACKGROUND

This publicly traded information technology company on the Indonesian Stock exchange provides services ranging from cable network services, cable TV service, and business management consulting services. An established provider of cable television and high-speed broadband internet services across Indonesia, the organization operates high tech Hybrid Fiber Coaxial (“HFC”) cable systems and operates 860 MHz two-way broadband services with more than 1 million accounts in the Greater Jakarta, Bogor, Depok, Tangerang and Bekasi, Bandung, Surabaya and Bali areas.

## CLIENT

LinkNet

## SCOPE

Implementation and Integration

## PRODUCTS

SAP Marketing Cloud  
SAP Customer Data Cloud  
SAP Digital Interconnect  
Cloud Platform Integration



## CHALLENGE

The organization needed integration of their existing customer accounts to Customer Data Cloud and Marketing Cloud in order to execute against marketing programs including lead nurturing, cross-selling, and up-selling. They also needed capacity for budget and spend analysis for marketing programs. Additionally, they needed better customer and audience segmentation capabilities, as well as manual segmentation through SQL queries, visibility to Google Analytics, and social integration.

## HOW ECENTA HELPED

ECENTA was able to integrate a solution that made it easier and faster for the business to conduct its marketing and customer account management including segmentation through Marketing Cloud - without the assistance from IT to generate a SQL query. ECENTA also delivered a single place to store lead data and social logins in CDC, and in Marketing Cloud delivered existing customer data as well as Google Analytics data and integration.



## RESULTS

### Business

- Robust segmentation without the assistance from IT
- Automated marketing processes
- Automated approval processes

### Technical

- Integration of CDC to LinkNet's website, along with social login such as Facebook and Twitter
- Integration of custom mapping to CDC Form
- Integration of Google Analytics with CDC and Marketing Cloud

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