



IMPLISENSE TAKES OFF WITH THE OPEN TELEKOM CLOUD

Data privacy and data security as a marketing tool
and success factor for expansion

The calling card for the Berlin based start-up Impliesense outwardly states “B2B Sales Intelligence” – but inwardly a minor revolution is taking place for sales: companies are looking to Impliesense to place their customer relationships on a completely new footing. Customer information is maintained up to date automatically. Detailed company profiles with the required attributes are created on the basis of automated analyses. Suitable customer recommendations can be produced in a few seconds. From its own database, Impliesense fills entire CRM systems with precisely those companies that are regarded as ideal customers. When searching for the right infrastructure to adequately service the needs of the start-up, the data scientists quickly came upon the Open Telekom Cloud. This is because the global DAX companies on Impliesense’s customer list are acutely security-conscious when it comes to their data. Apart from the positive external image, Impliesense also benefits internally. Whether ease of use, more attractive price / performance ratio, new upcoming features through to the valuable personal support by T-Systems – the Open Telekom Cloud leaves Impliesense excellently positioned for further rapid growth.

AT A GLANCE

- The young-start Impliesense is revolutionizing the world of sales support with text mining services
- Regular reconciliation of several million data points on companies requires enormous memory and processing capacities in real time
- Customers such as DAX companies require demonstrable security for their data
- Impliesense is migrating its Software-as-a-Service offering to the Open Telekom Cloud
- Computing power, memory and network access will be made available on demand at the press of a button
- Data privacy and data security comply with German law
- OpenStack-based infrastructure prevents vendor lock-in
- IaaS usage via a user-friendly self-service portal
- More services and 20 percent lower costs overall than before
- Pay-per-use model reduces operating and investment costs
- Flexible and scalable capacities at the press of a button support rapid company growth
- Personal support is constantly available for all queries

THE REFERENCE IN DETAIL

THE CUSTOMER. The start-up Implisense GmbH was founded in Berlin in fall 2013. Its three founders had already gotten to know one another some years previously at the Fraunhofer Institute for Intelligent Analysis and Information Systems (IAIS) in Bonn and combine IT and process expertise at the research level. In the course of deploying a new Customer Relationship Management solution for the Institute, the Implisense trio wanted to solve the problem posed by customer data rapidly aging once it has been created. A situation that not only affected the Institute but also other organizations and companies. They therefore developed a market-driven, automatic update solution for contact data, which still today forms the centerpiece of their offer. A self-developed intelligent search engine records data points on several million companies so as to identify changes to products, technologies or acting persons early on. Innovation after innovation followed at Implisense as time passed. For example, the current portfolio includes similarity searches to find appropriate customers, the integration and filling of CRM systems with company data as well as the reconciliation of CRM data with exclusive analyses. Companies can purchase and download compiled business listings with ease via an online shop, which are tailor-made in terms of scope and customer attributes. The Implisense success model received numerous accolades from the outset in start-up competitions as well as innovation prizes and thus attracted the attention of high-profile technology investors, such as the High-Tech Gründerfonds (HTGF). The company is meanwhile growing fourfold every two years and the business listing now includes market-leading large companies both in Europe and the U.S. Implisense's sales intelligence solution, which provides fast and efficient support for sales in attracting new clients and retaining existing clients, is offered today in the form of Software as a Service (SaaS). Implisense also carries out projects to integrate the solutions in the customer's own sales world.

THE TASK. Significant real-time memory and processing capacity is needed to manage Implisense's enormous data volumes and handle the highly precise calculation and prioritization of potential B2B target customers. Tight budgets continuously acted as a barrier to progressive business development in the early days however. External capacities were necessary, but at an affordable price. When it came to the service providers used originally, server operation was either not very reliable or not subject to strict German data privacy guidelines. Yet the large DAX companies that wanted to avail of the services of Implisense demanded accordingly high and strict data privacy. Implisense thus set out to find an infrastructure with flexibly accessible and upwardly scalable resources, which also fulfilled the German and / or European guidelines in terms of data privacy and data security. Implisense was not just concerned with a smart, secure infrastructure, however, rather also with ongoing personal consultancy by an experienced partner. Finally, however, the young company began experiencing further rapid growth.

THE SOLUTION. Implisense now gets its computing power, memory and network access in the form of Infrastructure as a Service from the Open Telekom Cloud. Implisense accesses precisely the resources it needs for evaluating target customers, performing analyses and recommendations, filling CRM systems, etc. – flexibly, scalably and at the press of a button based on the OpenStack infrastructure.

Reliable, high scalability is vital in particular for the large Elasticsearch cluster, which acts as the centerpiece of the platform, the distributed crawling engine and the many text mining analysis steps. Secure access to this high-performance cluster is provided by means of an integrated password function. Implisense can use the user-friendly self-service portal to conveniently manage all of its relevant parameters as well as additional services, such as optional security and management functions. T-Systems' personal support is always on hand to provide assistance if questions arise.

CUSTOMER BENEFITS. Compared to previous infrastructure usage models, Implisense today enjoys cost savings of around 20 percent for the same performance, greater security, a personal contact partner and numerous services that the Open Telekom Cloud is planning on its roadmap for the future. This includes, for example, a container service or spot instances, which offer times of reduced cloud utilization at more attractive computing costs. The pay-per-use pricing model reduces investment costs in IT infrastructure for Implisense. Budgets are freed up for progressive development of the company, and rapid company growth can continue. Employee satisfaction is guaranteed thanks to simple handling and fast access times. What's more, capacity bottlenecks, for example for crawling, are also a thing of the past because the resources can be powered up in the shortest imaginable time. Implisense management also values the newly gained freedom. That's because thanks to OpenStack technology with no vendor lock-in, Implisense can be up and running quickly if a different provider has to be used. The excellent security of the Open Telekom Cloud is a decisive plus. The fact that data privacy and data security comply with German data privacy guidelines acts as a major competitive advantage for Implisense. This makes the Open Telekom Cloud a critical marketing argument. Closely related to this also are customer requirements for documents and audits, which have now become obsolete owing to the hosting with T-Systems.

“Working with T-Systems is a new experience for us. The fact that an expert contact is always on hand to deal with every problem is extremely helpful for development.”

Hannes Korte, CTO of Implisense



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