RESULTICKS

An edge in compliance:

**The Resulticks
hybrid architecture**

Introduction

As personalization has emerged as a competitive differentiator, brands must balance delivering hyper-tailored experiences with ensuring the privacy of their customers' personal data. For brands in industries that face stringent regulatory compliance pressure, such as banking, financial services, and healthcare, purely cloud-based SaaS solutions cannot meet their need for heightened privacy readiness and compliance.

Optimizing marketing automation requires that personally identifiable information about customers in a brand's enterprise applications need to be made available to the cloud. This is precisely where purely cloud-based solutions fall short and hybrid architecture shines with its ability to support a private cloud or data centers that work in tandem with the cloud.

Now, marketers have some challenges that they have to overcome:

How do marketers in highly regulated industries comply with stringent data privacy and security requirements?

Must they sacrifice valuable advanced marketing features, including scalability, available in cloud-based SaaS?
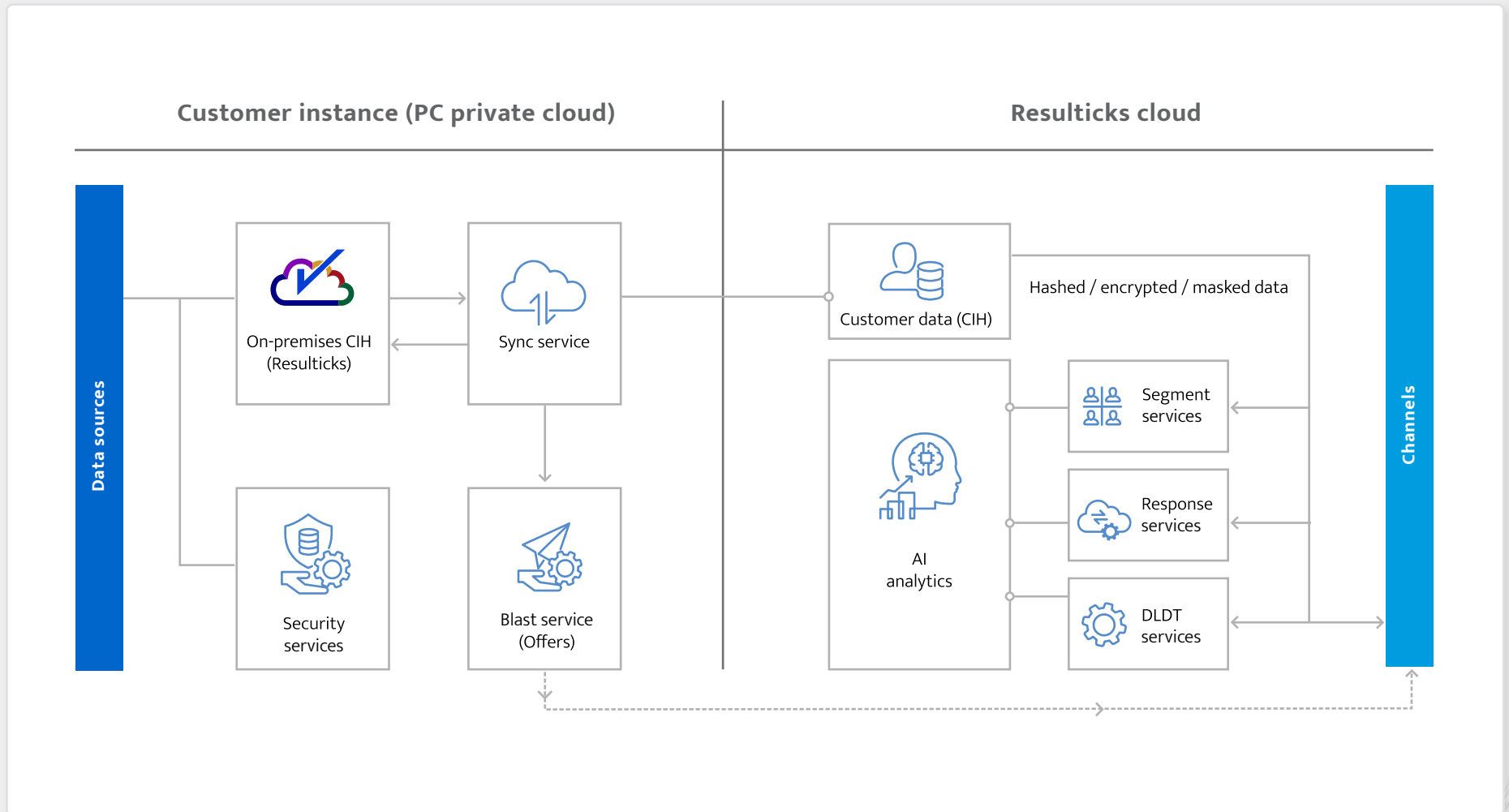
How can they use customer data for marketing and still observe corporate restrictions on data sources and key enterprise systems?

That's where Resulticks comes in.

As an integrated customer engagement solution, Resulticks enables marketers to enjoy the flexibility and scalability of the cloud while ensuring robust protection of data privacy. Moreover, as brands undergo organizational changes, the platform can, at the architecture level, allow on-premises solutions to be moved to the cloud, or multi-cloud.

The Resulticks hybrid architecture

The Resulticks hybrid cloud option

The Resulticks hybrid architecture

Customer instance (PC private cloud)

Resulticks cloud

Data sources

On-premises CIH (Resulticks)

Sync service

Security services

Blast service (Offers)

Customer data (CIH)

Hashed / encrypted / masked data

AI analytics

Segment services

Response services

DLDT services

Channels

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Resulticks' hybrid deployment option gives an organization the ability to make available the data from its own hosting provider, which could be a private cloud, data center, or a specific instance of a public cloud of their choice.

This enables an organization to apply rules such as what data needs to be masked, hashed, and encrypted while being transferred to the Resulticks cloud. The organization can also manage blasting communications based on its security requirements. Resulticks can support any type of combinations such as blast via the customer's own private instance, or via the Resulticks cloud, where the PII (personally identifiable information) or hashed information only gets populated at the moment of delivery and never stored on the cloud.

Flexible architecture

Resulticks' platform architecture is highly flexible, capable of adapting to the organization's data security requirements. It can host the centralized database for marketing automation in a secure environment based on the client's demands. Resulticks makes it possible to orchestrate the data flow from the brand's various sources into a Customer Information Hub hosted on premises, in a private cloud, or in a virtual private cloud. It also anonymizes all ingested data before sharing it to the cloud for customer engagement purposes.

Data control

Resulticks allows each brand to easily configure which attributes count as PII. Moreover, to ensure optimal privacy readiness and compliance, the platform also continuously captures all customer data from interactions across integrated channels and systems, anonymizing the information through PII tokenization and then adding it to the organization's database. This allows marketers to adjust how data is consumed and ingested, empowering them with a continuously augmented 360º customer view.

Security and privacy

This hybrid cloud deployment model enables private-to-on-premises connectivity. To protect the brand's data in storage, during transit, and on display, Resulticks applies a robust hashing algorithm to all the customer data and unidentifiable or anonymized information. More importantly, the algorithm eliminates the possibility of de-hashing and fuels marketing cloud with the protected data, freeing marketers to focus on customer engagement instead of worrying about data storage and security.

Beyond rigorous hashing, Resulticks also doubly encrypts all information, adopting a "zero trust" model. It not only anonymizes all stored data, but also offers a private database for every tenant, which minimizes administrative errors that could expose one tenant's customer data to another.

Hybrid deployment made easy

Whether it's on premises, a private cloud, or a virtual private cloud, Resulticks has a streamlined process for establishing connections between your data sources and the platform.

Resulticks experts work with the client to adjust the deployment process based on:

Your unique security requirements

How the data connectivity should be realized

What services will need to be run on premises, within your data center, in a (virtual) private cloud, or even a public cloud

Further assurance is offered in the form of rigorous anonymization or hashing for all data integrated from relevant sources. Again, Resulticks provides a comprehensive audit of this entire integration and deployment process, delivering insights about the different components required for the hybrid cloud.

When it comes to data synchronization, Resulticks stands apart from other SaaS marketing automation offerings. It offers a multitude of methods with which response data can be synchronized with your specific Customer Information Hub, giving you more independence and ownership of customer data. A copy of the data will always be available in your environment, supplying additional reliability.

Furthermore, Resulticks' expansive integration capabilities speeds up deployment. With 75+ out-of-the-box API connectors and streamlined enablement of custom connections, the platform overcome data silos and thorough audience information from all critical sources with thorough data preparation and a sufficient budget.

The Resulticks hybrid architecture

The Resulticks difference

All PII data and sensitive information is controlled internally to prevent leaks and exposure, while allowing you, instead of Resulticks, to define PII.

Unifies all first-, second-, and third-party data to augment customer insights, enhance engagement across touch points, and support a multilevel hierarchical customer data structure with multiple business units.

Empowers marketers to leverage the power and scale of the marketing cloud without relying on IT for privacy and compliance.

Supports end-to-end omnichannel marketing automation.

The Resulticks hybrid architecture

About RESULTICKS

Resulticks is a real-time, big-data-driven customer engagement platform built from the ground up by experts in marketing, technology, and business strategy to deliver top-line growth. Outcomes-focused and enabled by the world's first customer data blockchain, Resulticks equips brands to make a transformational leap to true omnichannel engagement. With its AI-powered, customer-centric approach and attribution at the segment-of-one level, Resulticks is changing how brands worldwide reach, acquire, and retain satisfied customers.

Request a meeting

For more information:

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