



# Equinix

In 2018, Equinix, one of the world’s leading internet connection and global colocation data center provider by market share, needed to upgrade their system to meet General Data Protection Regulation (GDPR) compliance and consulted Globalsoft to help select, design and develop a GDPR-compliant Master Data Management solution.

*“Globalsoft not only introduced us to Reltio Cloud but also provided us with a solution that allowed us to manage the customer information distributed across varied systems and channels. With their expert knowledge of Master Data Management and Reltio, Globalsoft helped us migrate to a superior and GDPR compliant solution”*

- Director, Master Data Management

## Challenges

Equinix is using Siebel UCM for their current MDM solution, an older technology that does not meet GDPR regulations (Europe’s new data privacy law). In order to continue to sell their services across different customer types, Equinix turned to Globalsoft to address the following challenges:

- Help identify and recommend a GDPR-compliant MDM solution for mastering of Account & Contact data
- New MDM solution to co-exist with legacy solution, at least initially, so mastered data needs to be consistent across both systems
- Implement chosen MDM solution with a Customer Master
- Build internal and D&B hierarchies, accommodating both existing and future customers.

## Use Case

### Phase 1 - Consulting

- Performed technology assessment and provide recommendation for new MDM solution
- Developed a plan for design and implementation of chosen MDM solution (Reltio Cloud) master

### Phase 2 - Design & Implementation

- Created GDPR related workflows in Reltio (Erasure, Update, Data request etc.)
- Configured UI for Account, Contact, and Consent & Preference entities including setting up roles and dashboard
- Real time integration between systems to keep both Sibel UCM & Reltio Cloud synchronized
- Set up Reference Data Management (RDM) for country specific Consent and Preference data by configuring Obligation Matrix. Reference data made available to Marketo, Confrimit, Survey Monkey, and Salesforce
- Loaded UCM data into Reltio MDM via APIs - Reltio to use UCM IDs as Reltio Master IDs (until UCM is replaced.)

### Phase 3 - Data Enrichment

- Configured integration with D&B for enrichment of corporate data
- Built legal hierarchy of customer relationships based on D&B enriched data

## Results

Equinix was able to implement Reltio Cloud for an improved MDM system that:

- Meets General Data Protection Regulation (GDPR) guidelines
- Presents an improved view of customer information
- Provides an updated and efficient format for reference

Due to the success of this initial phase, Equinix has entered in a long-term project with Globalsoft to further the scope of their MDM by entirely replacing the existing system and help design an end-to-end solution.

## Company Profile



EQUINIX

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Sector: **Internet & Data Services**  
Industry: **Information Technology**  
Full Time Employees: **6000+**

## About Globalsoft

Globalsoft, Inc. delivers cutting-edge technology products and consulting services to users of MDM software. We have the industry's deepest expertise in Informatica MDM and Reltio Cloud, based on years of outstanding client service and a proven track record of successfully helping software vendors across a wide range of industry segments meet their customer’s needs.

Globalsoft is unique in its ability to deliver exceptional value to both solution-owners and solution-providers. Our experience working with clients to solve their challenges provides us with customer insight when working with vendors and their products. And our intimate knowledge of a vendor's technology allows us to assist clients with greater breadth and depth.  
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