

Data architecture workshop

Define and organise data flows

A Qualifio data architect helps you align your business and IT goals to find the best way to integrate Qualifio campaigns in your data architecture.

We help you in defining the right data flows going out of Qualifio to your:

- CRM or marketing automation tools
- SSO (Single Sign On) or IAM (Identification and Access Management)
- DMP (Data Management Platform)
- DSP (Demand-side Platform)
- Data connectors (Zapier, Blendr.io...)
- Retargeting tools (Facebook, DoubleClick...)

Possible topics of this workshop:

- Aligning your Qualifio roadmap to your business/data objectives
- Designing data in- and outflows of Qualifio
- Methods of data protection & security
- Methods of data integration
- Guarding a single source of truth
- Mapping of CRM/SSO/... fields
- Configuring the Qualifio Integrations monitoring tool

SUMMARY

GOAL:

Organise and structure data flows between Qualifio and other data tools (CRM, DMP...)

DURATION:

½ day

TARGET AUDIENCE:

- Data & IS managers
- CRM managers
- Account admins

METHOD:

On-site/Webinar workshop

Contact your account manager or success team to discover how we can help you