

Embel Assist's EALink enables more powerful marketing automation solutions on the Oracle Cloud

Embel Assist: Nearly twenty years of consumer engagement enablement expertise

Embel Assist was founded in 2000 by Ryan Vaske, an expert in CRM and marketing automation. With roots in call center automation, email management solutions, and CRM implementations, the company has evolved its offerings to keep pace with the rapidly changing marketplace by focusing on consumer engagement capabilities comprising of data management, predictive and business intelligence, real-time marketing solutions, and consumer engagement engines. The company is privately-held, headquartered in the Minneapolis/St. Paul area.

Embel Assist has been successfully helping its clients with customer engagement initiatives for nearly 20 years. Its consulting services include strategy development, process re-engineering, technology enablement and operational support for off-the-shelf and custom marketing automation and CRM applications.

In the summer of 2017, Ryan Vaske, the founder of Embel Assist, had an "ah ha" moment. He said, "I realized there was a gap in functionality in the way that marketing automation systems access external data. Users must upload data, sometimes manually, to their marketing automation system. It's unnecessary data replication. This idea of eliminating data replication and making data accessibility directly from their cloud marketing solution was the genesis of EALink."

EALink empowers marketers, keeps data secure at source

EALink is a proprietary plugin for cloud marketing solutions allowing end users to access, process, segment, and utilize external data for marketing campaigns — all on-demand and in real-time where ever the data is stored. According to Vaske, "Marketers come up with all kinds of interesting ideas to engage their customers, and they may use Oracle Eloqua, for example, to execute their campaigns. Direct accessibility to external data sources and/or enterprise applications considered the sources of truth provide the marketer with the flexibility they need to explore and create the right target population to support their campaign goals. Whether the data is demographic, sociographic, health conditions, purchase history, model scores, insurance claims or it resides on-premise or in the cloud, we wanted to put data access in the hands of the marketer. That's where EALink comes in."



Partner profile: AST

AST is an award-winning full-service enterprise systems integrator, serving clients in the Public and Commercial Sectors for more than two decades. Clients look to AST for leadership and assistance in systems integration, business process redesign, bespoke development, project management, systems administration, and training. From on-premise applications to modern cloud technology, AST's services encompass all aspects of Technology, Enterprise Resource Planning, Business Intelligence, Enterprise Performance Management, Customer Experience, and Middleware. AST also offers flexible Managed Services, supporting the needs of over 200 Public Sector and Commercial customers around the globe.

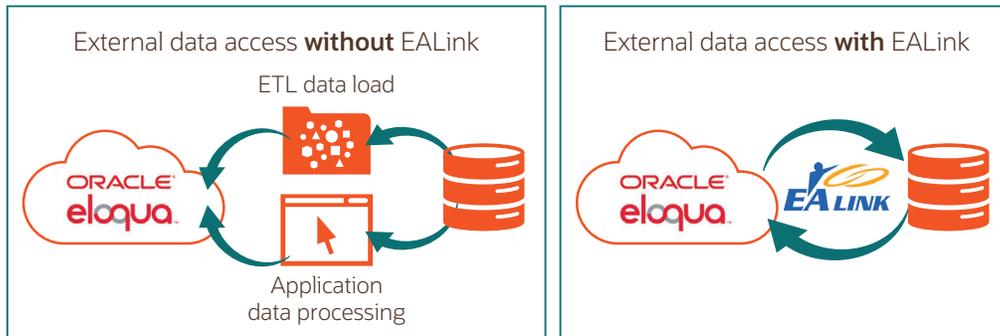
Headquarters: Lisle, IL

Number of years as an

Oracle partner: 24

Oracle specializations: 40+

With EALink and the ability to connect to over a 150 databases and applications, marketers use an intuitive UI within the Oracle Eloqua Canvas to select their target population from the connected data source(s). It is here, they can use EALink's External Contact Sync element to synchronize contact records in Eloqua and/or the External Data Decision element to conduct in-session decisioning directly against the external data source(s) to understand what contact records it should include in the target population without the need to sync data. Marketers can use the elements independently or in tandem. "EALink gives marketers real-time, ad-hoc, on-the-fly access to data, and it keeps the data secure at its source without unnecessary data replication," said Vaske.



With the idea for this powerful proprietary tool mapped out, Vaske and his team needed a development partner and an infrastructure platform to create the app.

Embel Assist turned to AST to bring EALink to life

Since Embel Assist has deep domain expertise with Oracle Eloqua, Vaske and his project team turned to Oracle and Oracle Cloud Infrastructure (OCI) as it planned to build the plug-in. "We wanted a flexible platform that still allowed us to fully customize our app," Vaske said.

Oracle introduced Embel Assist to AST, and from there, the app development project kicked into gear. According to Vaske, "AST understood our vision, and not only did they have deep Oracle expertise, they also provided the implementation services we needed for EALink. Their development team helped us validate our thinking that OCI was the right infrastructure platform, and AST led the effort with Oracle to help us size the architecture and establish the required solution."

AST recommended Oracle SOA Suite as the development platform because of the comprehensive integration capabilities across cloud, on-premises, and mobile. "Since Oracle Eloqua was our first marketing platform we wanted to integrate with, it was logical for us to understand what Oracle cloud development technologies existed with OCI. We were impressed with the solution flexibility, attention and financials associated with OCI. For us, it just made sense to keep the entire development project within the scope of Oracle technologies to help us get to market faster," said Vaske.

Embel Assist's successful launch of EALink

EALink was successfully delivered to the market in early 2019, and the company on-boarded its first client in July 2019. AST was with Embel Assist every step of the way. According to Vaske, "AST has been willing to help in any capacity. They've been a steady hand and supportive partner to help develop, manage, and deliver the app to the market. We couldn't have created EALink without AST."

"AST has been willing to help in any capacity with the development and delivery of our new marketing automation data tool, EALink. They've been a steady hand and supportive partner. We couldn't have created EALink without them."

*Ryan J. Vaske,
Founding & Managing
Partner/CEO, Embel Assist*



Oracle Partner Success Story

According to Embel Assist's EALink product development strategy, the company designed the app to integrate with Oracle Eloqua. Next on the project plan is integrations with the other major marketing automation solutions. Vaske and his team already have a list of enhancements for EALink to further the functionality of the application. The team is also strategizing about how it can use AI to provide data modeling sequences, segmentation scores, and the like.

EALink streamlines marketing campaigns for education customer

Embel Assist's first implementation of EALink was with an education industry customer that uses Oracle's NetSuite as its core business system. The company's marketing team had to constantly request contact lists from the NetSuite team, and then the marketers would upload the data into Oracle Eloqua to segment the data for its different campaigns. If the contact list wasn't quite right, the marketing team had to submit one or more data requests and wait for the IT team to pull the right contact list. Now with EALink, the campaign data process is much more streamlined. The marketing team can work with the data directly in NetSuite, trying many different filters and segmentations to find the specific contact list for their campaign and have it automatically available for a campaign. Because EALink uses the data at its source, the marketers don't have to upload data into Oracle Eloqua, and they don't have to request data from the NetSuite team and wait for the IT team to pull the data. With EALink, the IT team is out of the middleman role, and the marketers have the power to independently manage the data. The marketing team can send out campaigns much more quickly and efficiently.

Why AST

AST offered the Oracle, app development, integration and technology infrastructure expertise that Embel Assist needed to build its EALink tool from scratch. In addition, AST helps manage operational and maintenance aspects of the OCI platform to support EALink.

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