



# CACI's ResolvID Real-time Identity Resolution for Customer Data in Snowflake

Prepared for: **Snowflake**  
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**Client Confidential Information (CCI)**



## 1 The challenge to know your customers

Customers and prospects want and expect you to communicate with them as individuals. It's a very natural human desire – no-one wants to feel like they're just a data point.

Identity resolution has always been important. It means matching identities across different touchpoints to create a unified profile for every customer. The advent of GDPR intensified the need to use identity resolution to manage data preferences robustly across channels and media, to comply with data protection laws. But legal compliance is only one reason for the extreme complexity of the identity resolution challenge today. For marketing personalisation and for analytics, you need an accurate view of an individual, so you can always communicate with them in context of who they are and what matters to them.

We need to be able to resolve identities better, faster and more efficiently across a much greater amount of data to keep pace with competitive pressures and market demands.

## 2 Reasons to take identity resolution seriously

There are market trends that feed into this need to have a clear picture of the individual:

### 2.1 Less "known" individuals and multiple channels

Customers are no longer providing full name and address, making it harder to resolve identities. With consumers interacting with brands across various channels and various devices, reconciling those data points back to a known individual is more complex than ever before.

### 2.2 The demise of the 3rd party cookie

Measuring, attributing and evaluating is at risk with the decline of the 3rd party cookie. Previous standards about identity in the digital space are being challenged, as a cookie can no longer be relied upon as an individual identifier.

### 2.3 Consumers are unforgiving

Your customers are ever more demanding – they want and expect to know about the right products and services at the right time and to be served content that's relevant to their current preferences. 63% of customers say they will stop using companies who deliver poor individual marketing.

### 2.4 More devices

Over the past two years the number of addressable devices used by customers has nearly doubled from 3.5 to 6. This means more channels to connect with the same individual on. It also means that there will be more data with varying identifiers.

## 3 How ResolvID creates a reliable customer identifier

ResolvID is CACI's Identity Resolution software as a service solution, that can easily integrate with any Snowflake. It offers different types of integration and is currently used by a range of client's across sectors (including financial services, retail and publishing).

With ResolvID we built beyond our matching services expertise and created a real-time API-driven identity resolution service, that learns as it resolves a wide-range of different data sets. It is a data agnostic identity resolution platform, meaning that it can use any potentially identifiable data, such as Device IDs, IP addresses or Visitor IDs. ResolvID's matching algorithms can make the most out of whatever data you have available.

## 4 Why CACI

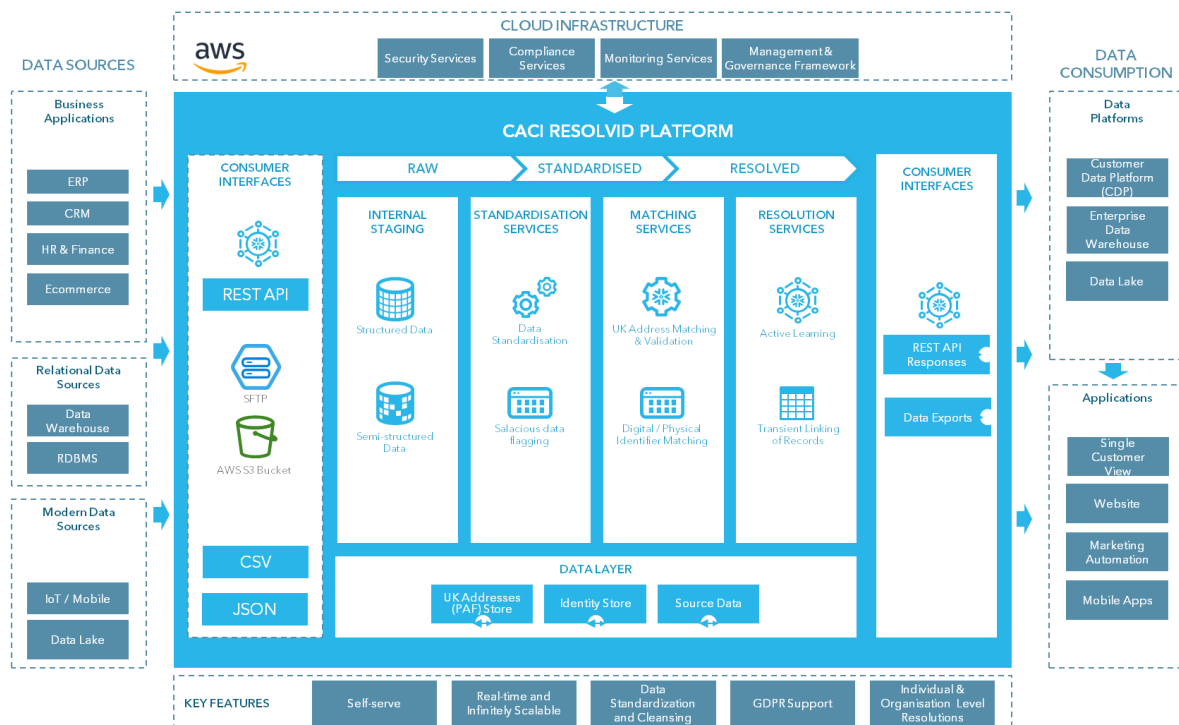
CACI is a frontrunner in identity resolution and has pioneered innovative ways to consolidate customer data since the need first arose. We started with matching services, which resolved identities primarily using name, surname, and address. Our technology has been successfully applied to many Single Customer View implementations and across multiple industry sectors.

At CACI we bring together the power of data and technology to create intelligence that helps propel our clients' success. Our collaborative approach enables the discovery and exploration of new ideas, opportunities and systems that use data and technology in a powerful and meaningful way.

## 5 Why Snowflake

The Snowflake Data Cloud is the leading Cloud Platform for the creation of consolidated, actionable, and trusted customer information. In a high-performance environment It combines data from business systems, digital channels, and other data sources to help business leaders drive real-time analytics and use cases at scale.

## 6 ResolvID Reference Architecture



## 7 RAC Case Study

### The Challenge:

The RAC aspired to put data at the heart of their customer experience, allowing the business to respond and react to customer behavioural data much more quickly, including real time. They aim to deliver an exceptional service and influence key outcomes such as renewal or upsell activity, across all key channels. Using data which is now readily available including telematics and channels such as in car comm's and hand-held devices at the roadside, the RAC has the opportunity to pro-actively communicate with customers in a much more engaging and timely way.

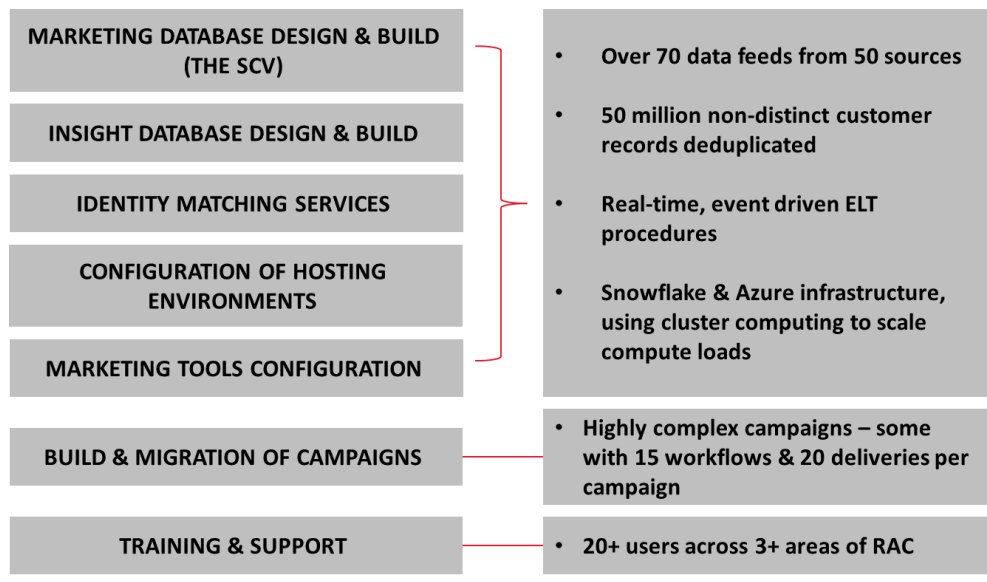
To do this the RAC required a scalable, future-proof solution for data management, analysis and marketing. The platform supports the work the RAC undertakes to create insight, deliver effective communication to customers and ultimately drive business value by creating market leading customer experiences. It integrates with a wider set of marketing applications to drive personalisation and relevance in every channel and on every customer interaction.

**CACI's Role:**

CACI started work in October 2019 after an extensive competitive RFP process, to build the data management platform. We deployed Snowflake within RAC's AZURE environment, utilising CACI's ResolvID, implementing Adobe Campaign and Adobe Target and migrating campaign activity.

As with all programmes of this scale, there are multiple technology solutions to consider and CACI initially recommended an AWS Redshift/Adobe solution. However, as we went through the RFP process, we worked very closely with the RAC technology teams to understand their IT strategy and guiding principles, before ultimately deciding to work with Snowflake.

**Key Deliverables for the RAC:**



**8 Next Steps**

To find out more about how CACI can provide real-time customer identity resolution with Snowflake, please [get in touch](#) to arrange a call with our solution consultants.