Acxiom PrivateCloud™
On-demand computing for security sensitive organizations

Cloud challenges
The adoption of cloud computing has increased significantly in recent years given the benefits of speed, agility and capital expenditure savings. But the journey has not been without challenges. Security continues to be a major concern, and for good reason. Cybercrime costs consumers $110 billion per year and affects 1.5 million people each day. Adequate governance controls, which help ensure the consistent delivery of quality IT services, are not applied in most cloud options, increasing risk to organizations. And the unique blend of skills required to manage today’s cloud environments are not readily available, preventing organizations from achieving the full potential of their investments.
Acxiom PrivateCloud addresses the challenges

Acxiom PrivateCloud delivers cloud computing with the enriched security and governance you expect from a company that manages and protects some of the most sensitive consumer data in the world. Security, combined with decades of experience managing complex IT infrastructures, enables Acxiom to deliver speed, agility and economic advantages without the risk that other solutions present.

Security: Acxiom manages billions of consumer records daily, including sensitive financial, behavioral and attitudinal data. Unlike most public cloud options, Acxiom PrivateCloud is designed as a secure platform with logical isolation of tenants, so your environment is 100% dedicated to you. Acxiom PrivateCloud:

• Incorporates managed firewall, vulnerability scanning, enterprise anti-virus, and operating system management and patching as standard services
• Provides a virtual private data center (VPDC) for each tenant with distinct compute zones for increased security – as you would design in your own data center
• Is positioned within Acxiom’s hardened data centers that undergo frequent and rigorous audits by some of the most sophisticated organizations in the world

Experience: Acxiom has more than 40 years of experience designing, implementing and managing IT infrastructures. Proven operational and delivery processes combined with a tenacious focus on customer satisfaction help deliver superior services. Our experience extends across mainframe, server and cloud, making Acxiom a single source provider. Expert architecture and operations teams manage more than 35,000 mainframe MIPS, 25,000 servers and 15,000 databases.

Governance: Companies have invested heavily in information technology service management (ITSM) processes to govern the successful delivery of IT services and prevent unauthorized access. But the cloud hype has led many organizations to bypass governance. Such oversight has left companies victim to security breaches and costly revenue losses. Acxiom applies governance best practices across all platforms, delivering the benefits of cloud without compromising your data and your business.

Flexibility: Acxiom PrivateCloud can be configured to meet your specific requirements, whether you seek short-term computing for application testing and development, or a longer-term service for your critical business applications. Acxiom PrivateCloud allows you to dynamically scale your infrastructure up and down with ease and speed as your needs change. Simply select your desired services from our cloud portal and deploy your computing resources on demand. You can monitor the performance of the environment in real time using Acxiom’s performance dashboard.
Delivering results

Acxiom provides the platform flexibility your business requires with the security, experience and operational discipline that give you peace of mind.

Case in point: Delivered secure, on-demand computing

The CIO of a global communications solutions provider was tasked with integrating new acquisitions into his established environment. Some of the companies acquired were early stage organizations whose infrastructures had resided solely in the cloud – as the platform enabled rapid development of products and cost-effective computing. Security practices varied widely across the companies being integrated, a concern for the acquirer who was a Fortune 500 security sensitive organization. The CIO engaged his trusted partner, Acxiom, who had been managing the company’s infrastructure for more than a decade.

Acxiom delivered a secure, private cloud solution that met the on-demand needs of the organization. Virtual private data centers were created with distinct compute zones within Acxiom data centers, ensuring enhanced security of the environment. Governance principles that had already been in place were applied to the cloud platform, thereby minimizing data and overall business risk. Acxiom established interconnectivity between the cloud, server and mainframe environments, allowing the company to transition quickly and easily between platforms to better meet changing business demands.

By making Acxiom their single source provider, the company achieved the security, agility and on-demand access that was critical to helping increase market share.

For more information about Acxiom PrivateCloud, please visit www.acxiomit.com or call 888.3ACXIOM.
About Acxiom

Acxiom is an enterprise data, analytics and software as a service company that uniquely fuses trust, experience and scale to fuel data-driven results. For more than 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, we leverage cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients.