> "Our clients rely on us to protect essential information about their customers. Sumo Logic is right by our side on this never-ending journey."

Jason LeBaron
Senior Director of Solutions and Cloud Architecture

EPSILON®

Challenge

As a rapidly evolving enterprise wielding a highly complex technology portfolio, it was crucial that Epsilon find ways to bolster its internal controls and safeguards. This went beyond the obvious requirements to protect its clients' vital customer information. It also meant demonstrating ongoing compliance with key industry certifications that included Service Organization Control 2 (SOC 2) and Payment Card Industry (PCI).

Solution

The company chose Sumo Logic to be the centralized repository for storing and analyzing the volumes of machine data generated by its daily operations. This undertaking also encompassed standardizing how this information was to be processed across a variety of different teams and introducing repeatable procedures into key security and monitoring activities.

Results

Epsilon equipped its internal teams with simple, yet powerful graphical tools and alerts to help ensure application stability, reliability, and security. This improved analysis capabilities, which was the root cause of the company's primary challenge. Beyond resolving the initial challenges that led to the Sumo Logic venture, these efforts also laid the foundation to begin extracting insights from additional machine data sources, such as application logs.

Epsilon's mission is to make every interaction count by empowering brands to transform ordinary customer experiences into meaningful, human experiences. The company offers a connected suite of products and services across email, loyalty CRM, digital media, and more for world-class brands like Dunkin', Walgreens, and Dell.

To deliver solutions to clients like these and across verticals, Epsilon fields a hybrid information processing architecture that spans internal private data centers and public clouds. Due to the complex and unique nature of its clients' businesses, many of Epsilon's customers introduce their own requirements into the mix: some demand a purely private cloud solution; others will accept

Industry

Technology

Headquarters

Dallas, Texas

Size

8,000 employees

Use cases

Security

Operations

Sumo Logic helps Epsilon ensure that its solutions are running reliably while safeguarding client data for some of the most well respected brands.

a hybrid approach, but compel data segregation; and a third group will request the public cloud for burst capabilities. With so many clients and processing permutations, Epsilon manages hundreds of implementations in the public cloud. At any given time thousands of compute workloads are running and this can mushroom to tens of thousands depending on seasonal and other variables. Given all of this activity, Epsilon generates multiple gigabytes of machine data each day.

Initially, Epsilon engaged several legacy log-collecting products that were primarily geared towards security analytics. There were drawbacks to this approach, such as limited capabilities for operational or business viewpoints, scalability headaches, and excessive administrative overhead. All of these factors motivated Epsilon's technical staff to seek a more robust machine data solution that would be able to keep pace with the company's needs.

The company's Senior Director of Solutions and Cloud Architecture spearheaded the research project. From the beginning, the evaluation considered viewpoints from multiple perspectives, including data collection, security, and analytics. During this in depth probe, Epsilon was particularly enthusiastic about Sumo Logic's 100% cloud-native architecture. This meant that there would be no obligation to acquire and maintain any resources, nor would there be any supplementary administrative costs. Epsilon's technical teams could instead concentrate on extracting maximum value from the massive amounts of machine data soon to be assembled into Sumo Logic.

Epsilon applied a systematic approach towards its Sumo Logic rollout. The same cross-functional team that was involved in the evaluation was also a major participant during the deployment phase. Rather than attempt to ingest machine data from all sources at once, the company established a gradual ramp-up schedule. Within 18 months, hundreds of users had come to rely on Sumo Logic as part of their daily responsibilities, including software developers, operations staff, client support specialists, and business analysts.

The primary use case for Sumo Logic had been to ingest infrastructure event logs, from both internally owned resources as well as those hosted in the public cloud. The inaugural goal was to gain baseline capabilities for monitoring operating system and network events, and then expand Sumo Logic's reach to cover higher-level APIs and application details.

From the beginning, Sumo Logic's dashboards have proven to be an effective feature across the entire user population. Epsilon uses some of the built-in dashboards without alterations, while others serve as a starting point for customization and fine-tuning. Non-technical users are also able to take advantage of these resources by utilizing parameter functions, thus eliminating the need to learn Sumo Logic's query language.

Today, the security team is the largest consumer of the data aggregated into Sumo Logic. This has transformed the way that Epsilon carries out the indispensable job of defending its assets. Sumo Logic has supplied the threat intelligence team with a consolidated view for pattern analysis using predictive learning models. These insights and alerts are available across all events, regardless of whether they're spawned by operating systems, end users, internally developed applications, or external SaaS subscription services.

Sumo Logic's reach, however, extends beyond these security scenarios. For example, it's been integral in aiding Epsilon's operations staff to isolate and correct flaws that could lead to service degradation - regardless of whether the resources are hosted internally or in the public cloud. With Sumo Logic, this previously tedious task has now been automated and streamlined.

> **"To us, Sumo Logic defines the word partnership: from exploring their product to on-boarding it, and then on to fine-tuning our implementation, Sumo was by our side every step of the way."**
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> **Jason LeBaron**
> Senior Director of Solutions and Cloud Architecture

Epsilon also uses Sumo Logic to produce automatic documentation to satisfy its SOC 2 and PCI compliance mandates. As Epsilon continues to advance its Sumo Logic initiative, the company is ingesting machine data from additional sources, applications, and technology architectures. Already, Epsilon is exposing Sumo Logic's capabilities as an abstracted service to teams within the organization.

Sumo Logic's entire account team has worked closely with Epsilon throughout the deployment lifecycle, including providing considerable best practice suggestions once it was in production. This - combined with Sumo Logic's extensive feature set and continual innovation - has given Epsilon the confidence that Sumo Logic is a sustainable solution capable of addressing all of the company's machine data challenges.

About Epsilon

Epsilon is a leader in interaction management, empowering brands to transform ordinary customer experiences into meaningful, human experiences. Our connected suite of products and services combine leading-edge identity management, industrial strength data and technology expertise with big brand acumen gained over five decades working with the industry's top brands. Our human-powered, data-led marketing delivers unmatched depth, breadth and scale to help brands turn meaningful human interactions into exceptional business outcomes. Epsilon employs over 8,000 associates in 87 offices worldwide. For more information, visit www.epsilon.com. Follow us on Twitter at @EpsilonMktg.

About Sumo Logic

Sumo Logic is the leading cloud-native, machine data analytics platform that delivers continuous intelligence across the entire application lifecycle and stack. More than 2,000 customers around the globe rely on Sumo Logic for the analytics and insights to build, run, and secure their modern applications and cloud infrastructures. With Sumo Logic, customers gain a service-model advantage to accelerate their shift to continuous innovation, increasing competitive advantage, business value, and growth. For more information, visit www.sumologic.com.