

Data insights + creativity = competitive advantage

The most successful agencies of the future will be those who balance creativity with data, and personalisation with privacy. Digital media offers myriad opportunities to those who know how to mine, manage and interpret it. Data science can unlock intelligence that can give your agency an edge, help you operate more flexibly, and optimise your margins.

A seismic shift from intuition to analytics

The traditional agency model of relying primarily on beautiful or clever creative to sell products has long been replaced by data-driven, science-based approaches, dominated by digital marketing. Digital and social media are here to stay, and non-traditional channels like Facebook, Instagram, YouTube and others make vast amounts of data available for agencies to profile, predict, assess and monitor clients, customers and campaigns.

But extracting powerful insights from this data pool is trickier than it seems. Do it effectively and your agency will achieve competitive advantage, efficient budget spend, and effective campaigns. Data is fast becoming an advertising or marketing agency's most valuable asset.

Agencies have a legal responsibility to secure data and protect privacy. Whether this includes protecting consumer data and preferences, or sensitive client information like databases and confidential product information, security breaches and hacks can be catastrophic.

In the advertising and marketing context, another source of huge data volumes is content. Copy, graphics, large image files and high resolution video need to be stored properly and made accessible to internal and external parties who need it. Agencies with geographically dispersed offices need to manage and organise this data efficiently, avoiding duplication and version control issues.

The Nephos approach



DEEP UNDERSTANDING

We have specialists who understand the data challenges of advertising and marketing firms. We take time to learn about the specific context of your business too.



MINIMISED RISK, MAXIMISED ADVANTAGE

We significantly reduce your exposure to the risks of taking on newer or unknown technologies - and help you use them to gain an edge over your competitors.



LOW-RISK DEPLOYMENT

While this may be your first time using these types of tools and technologies, we do it all the time! You can be confident that our experience and track record means we know what we're doing.



MANAGED SERVICE

You and your team can focus on delivering the applications and business requirements; we de-risk your purchasing decisions by managing the environment for you.

Results achieved for our advertising and marketing clients

Objective: To reduce data storage costs.

Nephos's results compared with alternative solutions

Results:

- ✓ 45% cost saving over five years.
- ✓ Standardised storage on a single technology platform.
- ✓ Improved recovery point objective (RPO) and recovery time objective (RTO) across the organisation.
- ✓ Predictable cost model.

Objective: To protect cloud data assets.

Results:

All cloud data for 85,000 users across multiple locations was protected from:

- ✓ Unsanctioned apps.
- ✓ Shadow IT.
- ✓ Phishing attacks.
- ✓ Uploading / downloading unsanctioned files.

Key advertising industry challenges that Nephos can help with

CLIENT DATA GOVERNANCE

Nephos provides a platform to gain visibility and protection for client-based data, regardless of where it's stored, to ensure that client-specific data is stored and protected in the right way. We will make sure you are completely compliant with data regulations.

VIDEO EDITING IN THE CLOUD

Nephos provides cloud-based infrastructure that can provide a cloud-based editing suite. It supports the unpredictable nature of these workloads, can handle large file sizes, and the data processing can be scaled as

IMPROVING DATA MOVEMENT

Through the use of modern technology sets, and our SmartFile Assessment tool, we can help you eliminate infrastructure inefficiencies - and automate your organisation's data management and movement for critical media assets.

HYBRID CLOUD WORKFLOW

When your teams are collaborating on a global scale, a hybrid cloud delivery model can minimise infrastructure requirements and support secure information sharing. We help you find the right combination of public and private clouds.

Why trust Nephos?

Nephos takes a holistic view of the business, technological, financial and operational contexts of your data. Our independence means we are not tied to recommending certain vendors - instead we provide the most appropriate advice and best possible value to our clients.

Our team of data solution experts are obsessed with their field, and have the knowledge and experience to come up with innovative ways of wrangling and optimising your company's data. From day one, Nephos has had a single focus: solving our clients' data problems.

You may also be interested in:

Nephos SmartData Discovery

Obtain actionable intelligence for dramatically better data visibility and control.

Nephos SmartData Governance

Apply your data governance policy effectively, including identifying, organising and protecting sensitive data.



SmartData Discovery helped us get a complete view of all the cloud applications being used on our network, provided a security risk report and showed us how many times we have used them. The comprehensive review of our cloud usage profile helped us to make the best security decision moving forward.

Chief Information Security Officer, Digital Agency

Learn more about the future of data in advertising and marketing. Contact us today.

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