



Meta Networks

Case Study



DYNAMIC YIELD

**Power Sales and Customer Success Teams
with Secure, Geo-Targeted Remote Access**



Meta Networks set up a smart system for connecting our customer success teams to our customers' data in a secure, easy to use, and extremely flexible way. Thanks to the powerful APIs, we could automate our workflows and provide a very simple interface for our global customer success team."

Ramon Snir, Senior Developer

Dynamic Yield allows marketers to automatically personalize each customer interaction across the web, mobile web, mobile apps and email. The company personalizes the experiences of more than 600 million users, with a customer base that includes industry leaders like IKEA, Urban Outfitters, Ocado, and Stitch Fix.

Challenges

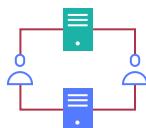
Dynamic Yield's micro-segmentation platform identifies and targets high-value customers based on geolocation, past behavior, customer journey phase, and more. A Dynamic Yield eCommerce customer such as Urban Outfitters, can modify the onsite experience of website visitors and display personalized offers based on the geographical location of each visitor.

Dynamic Yield's customer success team needed an easy way to demonstrate the platform's geolocation personalization capabilities. Adding to that, typically customers would create an ACL granting access from one Dynamic Yield Instance to their staging or testing environment.



Customer security

Customer success teams needed to connect to the Dynamic Yield Instance and access the customer from there, since it was the only IP address allowed.



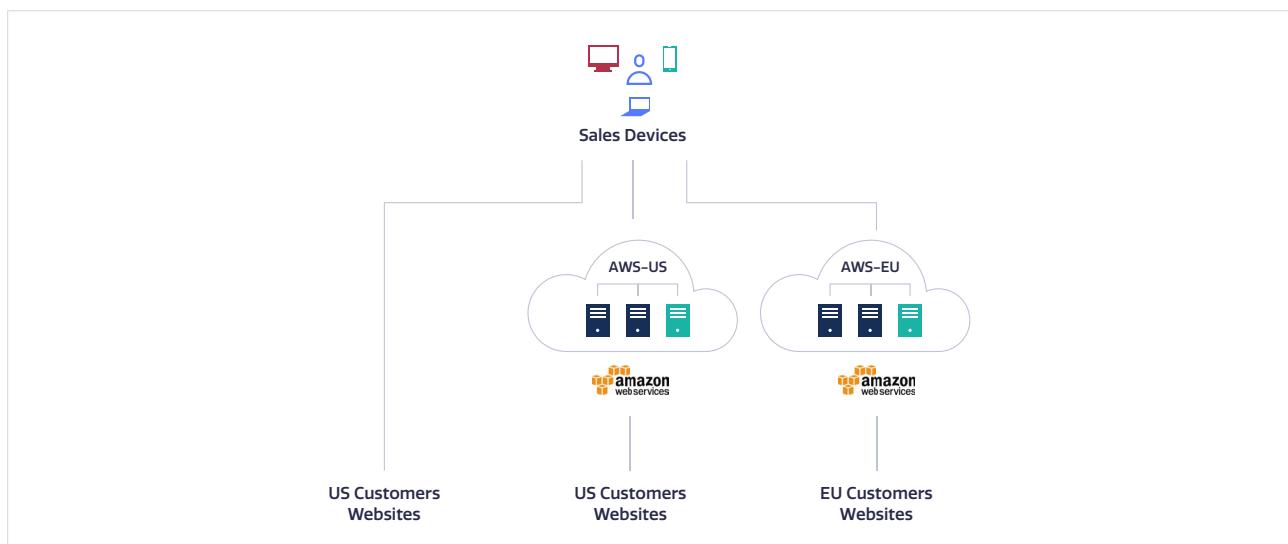
Geolocation testing

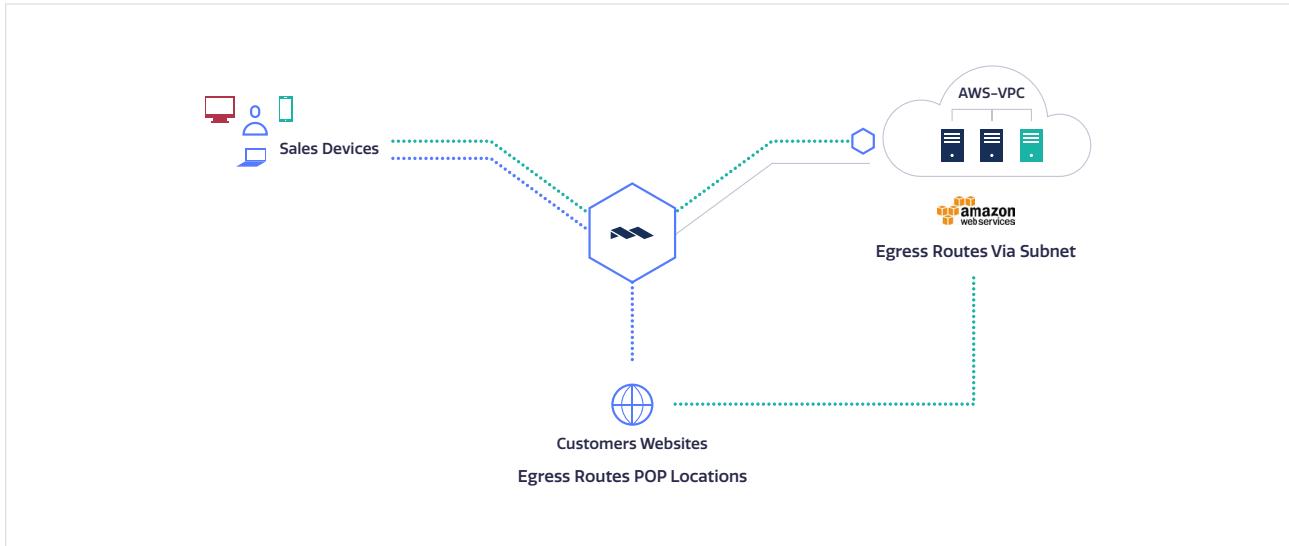
They also needed to change locations in order to demonstrate the geolocation capabilities.



Management complexity

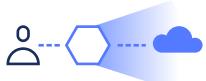
To get around this, some members of the customer success team used a proxy network, but it was complicated.





Solution

Taking advantage of Meta Networks' global Network-as-a-Service and full set of APIs, Dynamic Yield built a smart system for accessing customer environments, simulating access from various geographical locations.



Egress routes via AWS

By defining a set of egress rules, Dynamic Yield customer success teams can connect to the customer site from anywhere, with the traffic always exiting from Dynamic Yield's AWS VPC. Customer Success teams do not need a separate VPN connection for accessing each customer's website - they simply connect to the Meta NaaS once, and access what they need according to policy.



Egress routes via POPs

Customer success team reps can simulate any geolocation by creating an egress rule via a Meta Network PoP in any given location.



Customized UI

Using Meta Networks' API, the IT team built a simple UI to allow customer success team reps to easily select the desired geographical location of simulated traffic.

Benefits



Fast, simple access

Dynamic Yield's global customer success team can easily demonstrate geolocation functionality using an intuitive UI, without any administrative or R&D help.



Reduced configuration

Setup and configuration were dramatically reduced for Dynamic Yield's IT group, with only egress rules to be defined. Dynamic Yield customers can create a single ACL, which is sufficient for providing access to Dynamic Yield customer success team reps regardless of their location.



Enhanced security

Meta Networks' zero-trust topology allows for granular policies with microsegmented access for each user device, improving security both for Dynamic Yield and their customers.



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About Meta Networks

Meta Networks is reinventing the enterprise network for the cloud. With Meta NaaS, you can rapidly connect people, applications, clouds and sites, and secure them with a software-defined perimeter. Leveraging a cloud-native global backbone, Meta NaaS delivers the high-performance, anytime/anywhere connectivity that employees expect, along with the security you need.