



SEEBURGER Business Integration Suite (BIS) MFT

## SEEBURGER Enables AI to Help Drive Customer Loyalty for 84.51° and Kroger

As a wholly owned subsidiary of The Kroger Co., the third largest retailer in the world (Kantar, 2021), 84.51° was established in 2015 to bring together customer insights, predictive analytics and marketing strategy to help drive sales growth and customer loyalty for Kroger and more than 1,400 consumer packaged goods (CPGs) companies. 84.51° works with CPGs to deepen relationships with Kroger customers and brands to create measurable value.

Using a sophisticated suite of tools and technology, 84.51° turns customer insights into knowledge, resulting in a more personalized, dynamic approach to putting the customer at the center of every business decision. The result is increased engagement and customer loyalty.

### Consolidating transaction-level data into one platform for greater security

84.51° was using a script-based legacy solution to transfer CPG data in multiple servers. The company needed a platform that could handle and manage secure file transfer protocols and multiple private keys for encrypting and decrypting files in one place. They also needed a scalable and compliant solution for exchanging thousands of data files each day with their business partners.

“ We can do everything in one place on the SEEBURGER BIS platform, and it supports all our needs. Plus, SEEBURGER BIS MFT makes things easy for IT and saves us time. ”

Ram Karanam, Lead Engineer at 84.51°

# 84.51°

### About 84.51°

By leveraging insights from nearly 1 out of 2 households in the U.S., 84.51° helps companies attain a deep understanding of consumer and purchase behavior, both in store and online, in order to find the connections that inspire discovery and build brand loyalty along the path to purchase.

As the data analytics subsidiary of Kroger, the largest U.S. supermarket, 84.51° applies retail data science and predictive analytics to an unparalleled data set so retailers can meet shoppers where they are with what they need.

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## 84.51° chose SEEBURGER BIS Managed File Transfer (MFT) because it:

- Provides high-performance file transfer
- Allows them to use SFTP2, which was a specific requirement
- Enables login via browser, with SEEBURGER BIS FX
- Provides message tracking through delivery

SEEBURGER BIS MFT enables 84.51° to make certain insights available to CPG clients to better understand how to market to Kroger customers, for example, by printing and mailing coupons to shoppers and printing coupons on receipts.

SEEBURGER BIS MFT enables 84.51° to easily manage and consolidate all private keys on one server, thereby eliminating scripts and manual tasks. SEEBURGER BIS FX, a web-based file exchange tool enables 84.51° to encrypt files on a SEEBURGER server before sending files to their destinations, which can then be downloaded at the click of a button. In addition, SEEBURGER BIS MFT integrates with anything (APIs, cloud applications, etc.) and supports their file transfers with self-services and end-to-end visibility.

## With SEEBURGER BIS MFT, 84.51° has achieved these business benefits:

- Secure, real-time visibility into high-volume, large encrypted file transfers
- Increased control and governance over business tasks
- Data protection with high availability and server clustering
- Easy-to-use, self-service message tracking portal that provides scheduling, notifications and search features
- Quick, easy, secure transfers of critical files between customers, data analysts and employees
- Increased sales and shopper loyalty for their retail customers

### What's next for 84.51°?

84.51° plans to utilize SEEBURGER's platform further in order to streamline, simplify and harmonize their data movement processes. SEEBURGER BIS MFT will integrate directly into their MS Azure and Hadoop data environments. 84.51° also plans to automate other data objects through BIS APIs, which will enable end-to-end setup without manual effort from the 84.51° team.