

# Success Stories: Maritz

## Maritz improves business agility and achieves PCI\* compliance with CAST

*“I have to continue to deliver the same level of functionality and innovation, at the same quality, but with a significantly lower budget. That’s where CAST helps us.”*

**Gil Hoffman, CIO Maritz**

### Client Profile

One of the largest privately held companies in the Fortune 500 and a pioneer in IT-intensive business services such as incentive initiatives, learning solutions, travel management, and customer loyalty programs to the world’s leading companies like Coca-Cola, HP, FedEx, HSBC, Toyota, Wells Fargo and Siemens to name just a few.

### Business Situation

Although Maritz’s core business is services centric, IT is at the heart of every service offering. Maritz provides Managed Services to 30 of the Global 50 largest enterprises.

Over the past 10-15 years most of the services offered by the company have been repackaged to be delivered via internet. Maritz has been constantly innovating and being on the cutting edge in using technology to deliver high quality service to its customers. The following numbers give a sense of technology usage at Maritz:

- More than 500 developers
- More than 700 Windows Servers
- More than 1000 active websites
- More than 5000 internal users
- More than 150TB of SAN storage

However as new business units were added to explore new markets, each built their own IT organization, operating independently. As a result multiple development platforms and standards emerged making it difficult to streamline operations across the company and to take advantage of scale and size. Moreover, with competition increasing, speed of delivery and quality of applications has become critically important, as it has a direct impact on customer experience and the bottom-line of business. Customers routinely incorporate contractual SLA’s with financial penalties for missed targets. Also, serving 30 of the Global 50 companies, Maritz faces stringent requirements for increased security, privacy, etc., to protect customer data.

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## New Application Launch

- Maritz was launching a new application for a Top 10 client
  - High visibility—all the way to the top
  - General concern if the application will be launched on time to make the numbers
  - Architect had concerns about implementation
  - Concerns about performance
  - Concerns about security
  - Quality of deliverables from Vendor
  - Executive management wanted constant updates to understand and manage risks, if any
- CAST was used to identify application problem areas
  - Project managers worked with architect to prioritize action plans to remediate issues
  - Application performance issues were identified during development
  - Application security issues were addressed before being sent for PCI compliance audit
  - Management was provided with regular reports to gain visibility, monitor progress and manage risks

## Overview

**Country or Region** United States

**Industry** Business services

### Customer Profile

One of the largest privately held companies in the Fortune 500 and a pioneer in IT-intensive business services such as incentive initiatives, learning solutions, travel management, and customer loyalty programs

### Business Situation

Need to improve customer experience with high quality solutions that are secure, while reducing costs

### Solution

CAST Application Intelligence Platform (AIP) is implemented to standardize application quality and delivery across different business units and to ensure secure coding

### Benefits

- Risk mitigation, issue resolution and faster-time to market
- Synchronization of development standards across different business units
- Automated PCI compliance validation
- Outsourcing governance

## Solution

True to Maritz tradition of innovation, the Corporate IT organization started evaluating solutions that will help them to stay cutting edge by:

- Managing risks upfront in the development cycle and improve customer experience by delivering solutions that are high quality and on time.
- Standardizing application development across different business units to ensure cheaper, faster and better applications.
- Automating the validation of applications to ensure Payment Card Industry (PCI)\* security compliance.
- Proactively managing quality of deliverables from vendors, and build a healthy relationship with them through fact-based communication.
- Providing executive level insights and visibility to help make portfolio level decisions and arm managers with the right information to have more productive discussions with both the internal and the vendor teams

## Benefits

*Improving Time-to-Market* Case study outlined below summarizes how CAST immediately made a difference by helping Maritz business to deliver high quality products to customers on-time.

*Standardizing Application Development* All the IT development across different business units was standardized, with CAST being at the core of the effort. CAST was integrated into software development cycle to ensure continuous improvement of quality and to provide standards governance.

*PCI Compliance* CAST helped Maritz to build secure coding practices upfront in the development cycle and also automate PCI compliance verification. In 2008, InformationWeek recognized Maritz' efforts to ensure data security for their clients as Maritz Loyalty Marketing was designated as a tier-one service provider under the Payment Card Industry Data Security Standard

*Vendor Management* CAST has provided objective and fact-based visibility into vendor deliverables, helping Maritz control risks while reducing costs.

## Questions?

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