

## Focused data management creates platform for marketing success at Drewry Maritime

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James Harley, Head of Marketing, Drewry

Drewry Maritime is a genuinely independent shipping and maritime research and consulting business that provides professional services to key stakeholders in the maritime and shipping world. The firm engaged the expertise of Harbor's specialist CRM and data management practice to help it prepare to deploy a GDPR-ready, client-centric marketing platform that would provide a holistic view of clients and prospects and all of their interactions.

James Harley, Head of Marketing at Drewry, says the firm wanted to create a unified approach to marketing technology, bringing together all the data collated by the firm across several legacy systems and combining it to drive more effective marketing and client management.

"Our vision was clear but challenging. We wanted to create a unified approach to marketing technology by bringing together all of the data collated by the firm across our legacy systems. The company needs to be ready to face future challenges and, of course, be GDPR-ready."

### All about the data

To achieve this, Drewry realized it needed to put clients and content at the heart of the strategy—and that required a comprehensive and robust data management plan. The firm called on Harbor's expertise to help it get a handle on its data.

Harbor's unique approach to consolidating, scoring and tiering data is tried and tested and has formed the foundation for many successful implementations.

"To realize our ambitions of a fully integrated, unified customer engagement and marketing platform, we understood the importance of a coherent data strategy," says Harley.

"Sourcing, standardizing, and consolidating multiple legacy data sources to a single, centralized platform required a flexible staging database to handle audits, reporting, merge-purge, and ongoing delta changes."



## Realizing the vision

Harbor provided Drewry with the tools and expertise to manage the preparation and consolidation of the data. This allowed Drewry to realize its vision of a unique system that would provide real-time views of clients, prospects, and account activity from various perspectives.

Barry Puddephatt, Senior Director, Legal Tech & Operations for Harbor, says the data migration project for Drewry was an exciting challenge for the firm.

"Working with such a great vision was a lot to live up to. However, a good data management plan is always the foundation for any successful project. James and the team at Drewry were great to work with, being clear about what they wanted and responsive to our questions and needs."

## Delivering the benefits

Since the launch of its new system, Drewry has seen a spectacular increase in website registrations by 200 percent, plus signups to free content marketing titles and resources have increased by 350 percent.

The firm's consultants now have access to a real-time view of engagements and can slice and dice the results according to their specific needs.

Says Harley: "Harbor worked tirelessly with all members of the CRM project team to deliver on an exacting brief. I would not hesitate to call on their expertise in the future."

"We realized a **coherent data strategy** was essential to realizing our ambitions of a **fully integrated, unified customer engagement platform**."

James Harley, Head of Marketing, Drewry

## HARBOR

Harbor is a trusted provider of professional services to the world's leading law firms, corporations, and their law departments. With our globally integrated team of industry experts – strategists, technologists, and specialists – we navigate alongside our clients, providing essential resources and invaluable insights to help steer them towards a future where they can thrive.

## Drewry Maritime

Drewry is the leading international provider of research and consulting services to the maritime and shipping industry, with unrivalled experience and expertise across all market sectors, from containers and ports to tankers and dry bulk. From its origins in London in 1970 to a 21st-century maritime and shipping consultancy, Drewry has established itself as one of the most widely used and respected sources of impartial market insight and industry analysis.

*This engagement was executed by Wilson Allen, one of the companies that merged to form Harbor.*