

**Customer Success Story.**

ADVERSITEMENT



# Collaborating with Adversitement on data management technology.

# Helping data consultancy company Adversitement help clients.

Digital consultancy company Adversitement has helped many clients improve their data practices over the years. During this time, the company has frequently turned to Datastreams for the development and implementation of the software solutions required by their clients. The collaboration has been a success for both companies and will undoubtedly only grow stronger in the future.



**Using multiple tools to help our customers optimally**



**Difficulties to control consent across platforms and across departments**



**Increasing pressure to comply towards data regulations, like the GDPR and ePrivacy.**

## ABOUT ADVERSITEMENT

Adversitement is a data consultancy company located in the Netherlands. It is an organisation that excels in helping companies elevate their data practices and provides a combination of technical and business consultancy to their clients. Since their existence, Adversitement has completed impressive projects for Bol.com and Univé and has long-term clients such as Transavia and Vodafone DE.

## COMPLIANT SOLUTIONS TO COMMON PROBLEMS

Technological processes are evolving at an exponential rate, putting pressure on organisations to adapt and evolve even faster. Being a data-driven organisation is not just for the innovators any more, but is essential for today's businesses to retain the right to exist. However, being data-driven is more than collecting data; it is also about managing a potentially complex data architecture, complying with legislations and ensuring consistent data quality.

This area of data process management represents the core business of Adversitement. "As part of this business we naturally end up implementing solutions like the Data Stream Manager and the Consent Manager for many of our clients." Bart Vink, Commercial Director at Adversitement, explains. "Datastreams allows us to offer our clients flexible, proven solutions to their problems that we know will work."

Vink goes on to explain the importance of privacy-centered design for technological solutions. "A part of our business also includes helping businesses become compliant. Turning to a partner who values compliant and responsible data use for our solutions is only natural." Indeed, our solutions have been designed with the privacy-by-design principles in mind, making them a natural choice for companies looking for privacy-friendly technical solutions.

## THE BEST OF BOTH WORLDS

The collaboration between Datastreams and Adversitement offers, in many ways, the best of both worlds. Datastreams develops and implements the solution, while Adversitement helps the client configure it to achieve optimal results. “The solutions Datastreams implements for our clients offer a lot of possibilities for companies who dare to be ambitious with them.” Vink explains. “We help companies fully integrate the technology into their business so they can really get the most out of the solution.”

The power of the partnership is strengthened by the fact that both Adversitement and Datastreams are both relatively small companies with short lines of communication. This means that problems or requests can be made easily and quickly. “When clients need something to change about the solution, we can easily contact Datastreams about it.” Vink explains. “This makes the development time for customised software much shorter than it would be for a solution by a big developer. You could even say we tend to spoil our clients a bit in that regard.” He jokes.

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- BART VINK

## COLLABORATING FOR THE FUTURE

Vink foresees that the partnership between Adversitement and Datastreams will become more intense in the future. He sees potential in the environment Datastreams is creating with the Data Stream Manager and its modules, including the Consent Manager. “This means we can offer our clients a single solution for a variety of purposes using a single interface,” Vink elaborates. “With more organisations realizing the power of a dedicated data management solution, this is an attractive proposition for our clients.”

We are proud of our long-term partnership with Adversitement and intend to continue developing excellent solutions for them to offer their clients. After all, the combination of Datastreams’ technological solutions and Adversitement’s consultancy service enables companies to achieve results that seemed impossible at first. We are happy to do our part!



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- **BART VINK** | COMMERCIAL DIRECTOR ADVERSITEMENT