

wirewheel

Managing Consents and Preferences
Across the Globe



Speakers



Justin Antonipillai
CEO and Founder
WireWheel



Jeremy Berkowitz
Senior Principal
Promontory Financial Group,
an IBM Company



Paul Branco
Sr. Director, Product
Management, UX, Analytics
Shoes.com

Systems



Integration Complexities

- Dedicated development team
- Abbreviated implementation timeline

Number of systems affected

- Full system audit
- Vendor audit
- Duplicate data?
- Onboarding & offboarding

Platform



Ownership change during implementation

- New integrations
- Building while maintaining
- Process & personnel changes

Legacy architecture

- Increased development effort

Legal



Open dialog with Legal Counsel

- Where can we be flexible?
- Leveraging the Wirewheel team's feedback & expertise

Alignment with company priorities

- Additional state support over time
- International selling

Thank You

info@wirewheel.io
wirewheel.io

