erwin, Inc. is the data governance company. It provides enterprise modeling, data cataloging and data literacy software to help customers discover, understand, govern and socialize their data to mitigate risks and realize results.

The corporate marketing team at erwin looked for a trusted partner to create content to help with brand awareness and demand generation.

QuinStreet worked with erwin to develop blog content, two six-part series on data governance drivers and industry challenges that helped make the erwin website a trusted source in the eyes of Google.

Data governance is not a new topic, but regulatory compliance, high-profile data breaches, and the need for businesses to innovate and transform at the speed of the modern economy are renewing interest in the discipline. Early data governance programs often failed because they were isolated within IT departments instead of treated as strategic enterprise initiatives. erwin Inc. is changing the way organizations approach and deploy data governance. The erwin EDGE software platform facilitates IT and business collaboration by creating an "enterprise data governance experience" that integrates business process, enterprise architecture, data modeling and data mapping around a data governance hub.

To share its story and value proposition, erwin engaged QuinStreet to develop content for the erwin Expert Blog. For the small content development team at erwin, the ability to work with a trusted partner with the necessary subject-matter expertise enables them to focus on other marketing projects to grow the business.

"Working with QuinStreet has been great because they are talented writers with technology expertise that aligns with our offerings," says Bunny Tharpe, Director of Corporate Marketing and Content at erwin.

The initial content created by QuinStreet addresses the key drivers of data governance, such as regulatory compliance, customer satisfaction and reputation management. A follow-up series of blog posts focused on the data governance challenges faced by different industries, including financial services and healthcare.

What stands out most to Tharpe about her experience with QuinStreet? The quality of the work and the management of the creative process. "Professionalism, organization and always meeting deadlines, the overall account management...they make my work life much easier," she says.

With the aid of QuinStreet-created content and its own internal efforts, Google has ranked erwin.com as a trusted online destination for those interested in learning about data governance. According to erwin’s digital advertising firm, that achievement can take up to five years, whereas erwin saw success in less than 18 months.