

CASE STUDY- Information and Media - Online Database

New Business-Data Collection



About the Client

Large information provider with millions of firms in database

The Business Challenges

- Identify web resources for Business information like Govt Sites – (licensing and regulation Agencies) and websites of businesses
- Focus on small and Micro enterprises
- De-dupe against a database having millions of firms – add only new businesses not in database

Results

- Collect business information on new retail stores, high street firms, self employed professionals like Lawyers, Doctors, small businesses like restaurants, auto repair shops etc
- A minimum of 7 data elements for each new business to be collected

Benefits

- Client was not tracking Web sources for data and usually depended on licensed data from agencies, information providers
- Massive savings in cost and faster addition to business database
- Ability to offshore work by geography - focus on weak areas within database

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