

Client Case Study

Online Data Cleaning & Enhancement

Our client is a rapidly growing supplier of business information and prospecting solutions to clients throughout the UK and Europe. Our client services over 35000 clients via offices in Sweden, France, Holland, Belgium, Eire and the UK with high quality business information and prospect lists.

As an innovative company, our client wanted to empower their own customers with simple and speedy access to key business information about their clients. New and existing customers had to be able to use an intuitive yet productive online portal that would allow users anywhere in Europe to logon and retrieve key financial indicators about their customers and prospects.

Our client wanted the users to be able to upload their customer file and obtain a free health check report. The health check report would graphically display an analysis of the users customers by key metrics such as turnover, profitability, SIC, credit rating, credit limit and many more.

Users would then be able to de-duplicate and enrich their own customer records with the new financial information and download the complete file. A variety of pre-defined packs would allow users to append only the financial metrics that suited their requirements or budget

Users also had to be able to purchase and download the data immediately, giving them an un-paralleled ability to monitor the latest financial performance indicators on their customers. New users automatically receive a password via email and can immediately start running health check reports. In order to download financial data they may then use online payments, or have an account set up with our client. For account customers the system checks our client's back-office systems for available credit before allowing a user to download a file.

An exhaustive evaluation of the market resulted in Blue Tahiti Software (BTS) being chosen to provide the solution.

The BTS solution was identified on grounds of usability, performance, cost of ownership, productivity, and importantly, speed of implementation. BTS were able to commit to providing a solution that could be taken from initial analysis to go-live in under two months. This time frame included supporting the company in building a business case, designing the database, customizing functionality, implementing the security model, training and launch.

Our client launched the online solution called with an initial email campaign in November 2007. Such was the interest in the service that as soon as customers heard about it, they were purchasing credit and lining up data cleaning orders even before the system went live.

As with all other BTS partners, our client chose the option of using BTS's secure hosting services for the provision of all database, web server, connectivity and backup infrastructure, allowing them to concentrate on building their business.

“At all stages of implementation, we found the process to be quick, simple and painless. Being web based, our customers can access the system from any location without the need to have any software installed on their PC. The simplicity of the system and accuracy of the data has attracted data cleaning orders from many new and existing customers in a wide variety of sectors”

To find out more or request a free demo please call **08456 383 277** or email: **info@bluetahiti.com**