



FLOBILE DATA GOVERNANCE TOOL

Background

Flobile utilizes an advanced centralized governance system for a huge repository of data with features to filter information and generate reports with detailed metrics and analytics for decision-making and data-improvement.

Key Challenges

The data was unstructured and spread throughout various sources and marketing activities.

- ✓ Scattered data
- ✓ No option for analytics to drive decision-making
- ✓ Custom reports not available
- ✓ Slow, unresponsive system
- ✓ Multiple databases at multiple locations

Results

- ✓ Centralized data
- ✓ Quick reports for decision-making
- ✓ Easy, customizable reports
- ✓ Speed improvement
- ✓ Integration with third-party software and applications

Our Solution

A new system was built to integrate the disparate sources of available data, and to provide meaningful metrics and analytics from that data in order to make informed decisions.

- Integration of various databases
- Performance improvement for running queries
- Fetching of segmentation data for decision-making analytics
- LinkedIn integration to merge contacts with existing data
- Algorithmic approach in fetching data based on business rules
- Improvement application speed and responsiveness

Technology Involved

- Asp.Net
- MVC
- SQL Server