

Use Case: Web research of companies' information

Client: US firm investing in growth-stage companies.

Scope of work: To research US companies' information from targeted industries for 50+ data points, dupe-check the companies and submit in client's online database.

Challenges found:

1. Comprehensive and micro-level information of each company was required to search from web. It included company, name, address, website, brief description, number of employees, revenue, C-level executives and Marketing Directors (name, email and phone number), type of company (private/public), ticker symbol (for public company), type of products, year of foundation, number of offices, merger and acquisition information, name of parent company/group etc.
2. The name of each company was required to first search in client's database. If the company already exists, it should be skipped for further research. After 1 year of project commencement, there were lots of companies which were found duplicate i.e. already found in the database.
3. Numbers of data points were not found from company website or Google.
4. To deliver at least 40 unique companies everyday (MON to FRI)

Solutions provided:

1. The research task was divided amongst multiple resources based on the level of complexity. For each company, there were 5 web researchers assigned who researched specific 8 to 10 unique data points and collected in Excel spreadsheet. This made the research task more efficient and result oriented.
2. We suggested different online sources to our client for getting new companies. It helped us to obtain new companies which were not duplicate or did not exist in client's database.



3. In addition to company's website, we used various reliable sources like Hoovers, Manta, Wikipedia, LinkedIn, Yahoo Finance, US White pages, US Yellow pages etc. to collect the critical information of the companies.
4. We delivered 40+ unique companies per day (excluding duplicate companies) consistently for 18 months. The consistency in our research work enabled us to build up total 15,000 unique companies in client's database. It led to successful completion of the project exceeding client's expectations of volume, turnaround time and accuracy.

Process optimization efforts:

- We used automation to capture companies from some websites in Excel spreadsheet. It enabled us to increase our productivity.
- We used automation to dupe check companies in client's online database.
- We used Excel macros to automate some steps in our quality control process.

Benefits to the client:

1. The client could build up database of hundreds of unique companies from targeted industries to meet his business goals.
2. By outsourcing the research project to Infobizz IT Solutions, the client could save their time, cost and could focus on his core business objectives.

Applications used:

MS Excel, Internet, MS Outlook