Innovative Data Analytics Platform for Market Intelligence Solutions Leader

Client Background

In the business world, knowledge of the competitive landscape is essential for understanding the marketplace and having an ability to make rational decisions and undertake the right steps. Our client is a large digital company that provides profitable online marketing insights that enable their customers to find market opportunities and address competitive threats. By utilizing advanced cloud-computing technologies, the team of over 50 professionals develop solutions that help users monitor the market, identify opportunities, and make decisions on creation of successful pricing and product strategies.

Business Challenge

Today, due to extremely high competition, gaining customer attention and loyalty is quite a challenging matter that requires market players to provide products and services of exceptional quality. Our client was in search of a partner who would be able to assist in creation of a reliable, user-friendly, high-speed solution

capable of collecting and processing massive amounts of data on market pricing dynamics.

This solution was expected to be applied by marketing management staff in sales corporations to help them understand where their competitors were positioning themselves on the market and get insight into the competitors' strategy for encouraging a proactive approach rather than a defensive response.

As Db Devs was ready to provide a dedicated team of professionals with extensive domain knowledge and large technology expertise, able to resolve all non-standard client's request in time, the client selected our team as a trusted partner for realization of their business goals.

Project Description

After the requirements were collected and the project goals were identified, Db Devs engineers embarked on development of the project. During the intensive development process, where the most state-of-the-art technologies and frameworks were applied, engineers managed to develop a solid product, that matched all the client's expectations.

The solution represented an advanced B2B, high-loaded OLTP/DW system, with an extensive set of embedded tools, widgets, and alerts that could perform export and import functions, process and analyze large amounts of data. 7 powerful crawlers implemented in the system parsed and collected data from the websites that included up to 5.000 online trading platforms, providing users with invaluable data.

The reports generated by the system enabled users to monitor ratings and reviews, left by visitors on competitors' websites. Furthermore, the graphic elements, displayed in reports, allowed the marketers to get statistics on price dynamics and changes in competitors' product range.

Db Devs engineers are still involved in support and maintenance of the system, constantly adding new features, updating components, and improving the overall performance and productivity of the software.
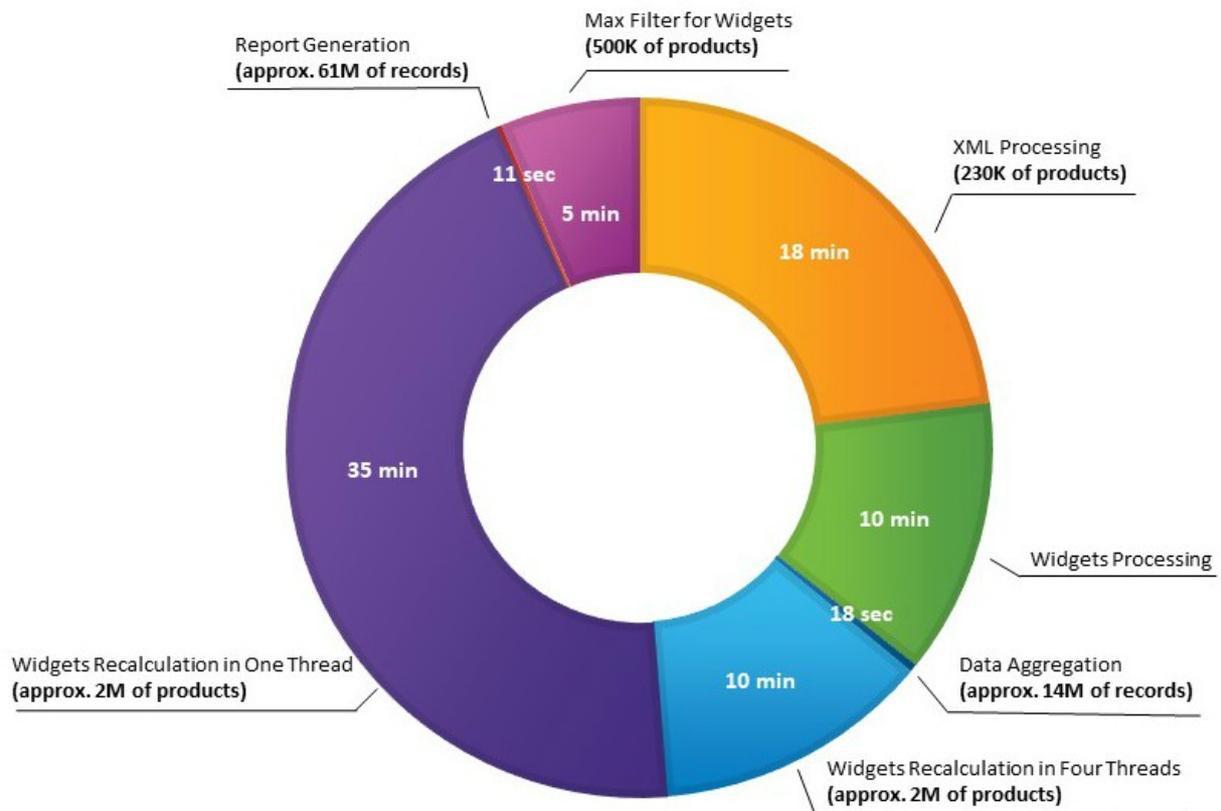
Value Delivered

Db Devs engineers developed and delivered an advanced data analytics software that can provide users with actionable market data beyond what was previously

available, to enable users act quickly and with confidence in making innovative commercial decisions. This software helps companies create efficient business strategies by fast resolution of pricing issues, minimizing financial loss, and protecting brand value. The provided solution helps entrepreneurs take eCommerce to a new level, thereby increasing revenue and customer satisfaction.

Properties

TIME FOR OPERATION PERFORMANCE

Max Filter for Widgets
(500K of products)

Report Generation
(approx. 61M of records)

11 sec

5 min

XML Processing
(230K of products)

18 min

35 min

10 min

Widgets Processing

18 sec

Widgets Recalculation in One Thread
(approx. 2M of products)

10 min

Data Aggregation
(approx. 14M of records)

Widgets Recalculation in Four Threads
(approx. 2M of products)

About SSA Group

SSA Group is a software development company that designs, implements, and supports cutting-edge digital solutions, enabling customers to unlock their business potential.

With over 10 years of experience, SSA Group creates innovative products and modernize complex legacy systems that shape today's digital and business landscape.

SSA Group is a trusted partner for the world's industry leaders, consistently turning their ideas into reality.

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