DataNovata

UNLOCK YOUR DATA

Yell.com

- Application: Bespoke Application
- Industry: Online Advertising/Business Services
- Region: UK
- Company Size: Large Enterprise

The Background

The YELL (best known for the Yellow Pages) Business File application is the core production system that manages the listings for its three million business records, used in online and print directories. The original application design did not support flexible, dynamic enquiry features for progressive business planning. Third-party analytics services were expensive and delayed campaign execution.

The Challenge

The client wanted to keep their system which worked well for number-crunching reports; but it had a very limited user interface to make queries from the database to inform how to manage their business. They wanted DataNovata to:

- Replace the expensive 3rd-party managed services provider
- Create a web-viewable copy of the database
- Enrich the database indexing to support more meaningful data enquiries
- Design an XML, Java-based, DataNovata application for dynamic, online analysis and reporting
- Do so for listings containing 3 million business application records
- Eliminate risk from the legacy data management
- Manage compliance and reduce risk of system failure
- Improve access to the source application history
- Reduce the operational cost of data access

"DataNovata significantly improved our ability to respond to the requirements of the business and retain [our] competitive edge."

- Kelly Butcher, Business File Systems Manager, YELL -

The Project

Assimilate the data structure within the Business File application, interpret the user requirements and augment the database indexing for daily export.

- Analyze the database housed on UNIX/Oracle platform
- Specify the end user requirements for application enrichment
- Design DataNovata application functionality and export/import parameters

- Implement the DataNovata application and database on a separate server to preserve the core infrastructure
- Train staff to use DataNovata application
- Generate reports and output files to speed up collaboration and campaign execution

The Results

Project took 3 months from start to completion

25% reduction in housekeeping operations

YELL was able to reduce the cost of outsourced analytics operations by 70% for the Business File application