Data Cleansing and Management Solution

Client is a leading provider of data cleansing and management solutions for automobile and auto part manufacturing companies around the globe. The Project was to create a product which can help companies to cleanse their database.

Challenges

Client wanted to create a product that can help companies to cleanse their database by providing mechanisms to validate, normalize, clean, classify and enrich the data. This will finally improves the system performance and rectifies various errors caused due to manual data entry or related to design of the database. Client also wanted to create a part search engine based on captured data that will simplify the way Buyers search and procure parts.

Solution

e-Zest divided the overall project in two phases.

Phase 1 was to create a product that helps an organization to validate their database and enable the users of the application to rectify various errors in the database.

Phase 2 was to create search engine portal.

e-Zest team is was involved to build a Search Engine portal for automobile industry that involves following features:

- Search Engine result optimization
- PR Part Page that is the home page with Part Searching feature
- Search result page with list of parts
- Part Description Page with Part Recommendation feature
- Rate and Add Review feature
- Ask an expert feature
- Where to buy page with Google Map Integration
- Instant Procure Now page for buyers with integration with Google Checkout and eBay
- Live Chatting feature
- Facebook Community Integration

Technology

Microsoft.NET, SQL Server, SQL Server Integration Packages (SSI packages)

Conclusion

e-Zest team demonstrated strong technical expertise in delivering data cleansing and management solutions with .NET 3.0 framework and SQL Server Integration Services. The Solution provided by e-Zest provided rich client GUI, easily operational, maintainable and a good scalable application that later became the basis for part searching and part procurements over the web.

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