



IS USING THE WEB TO DO DATA MAINTENANCE REALLY 'PRACTICAL'?

Jane, who is a directory publisher, had a healthy skepticism for proposals that suggested the World Wide Web as the panacea for all problems. She had good reason – in most cases, the promises remained just that. However, she did have a problem of 'how often to update her data' versus the cost of such exercises. Her data was unique to her domain and she had found that only her experienced researchers could do justice to data maintenance and updating.

Jane's problem is one of the typical situations that we solve. In Jane's case, we undertook a trial project to solve her need. In a way, what we did is exactly what she would have had her team to do – couple commonsense with training, and put to use the experience in collating and editing data. The differences that we brought to the table were our experience in providing 'industrial strength' web research (using human skills and supported by technology) and the understanding to escalate tougher questions to Jane's team, so that the quality continued to be good. Jane was pleasantly surprised by the learning curve we showed and how quickly we were able to bring in a systematic approach to the entire process.

We were able to find close to 70% of the data using the web. Given that our workforce is based offshore, the cost of data maintenance was really inviting. The rest of the maintenance was done using a combination of e-mail and telecalling. This really helped Jane's experienced team focus on a lot more value-adding work and address business expansion, rather than just maintaining status quo.

Jane is still a skeptic and thinks we are an exception. Jane is not the only one. We have changed quite a few skeptic grimaces into happy smiles for clients in the area of business, biographical, healthcare, real estate and other content publishing. It's time you talked to us – we would like to see you have a broader smile.



IS THERE MORE TO WEB RESEARCH THAN A GOOGLE SEARCH?

But, the question is, can this be done on a massive scale, with hundreds of people querying the Web, exercising their judgment and still delivering consistent results over time? The answer is a resounding yes and Mobius is one of the few companies that can do this consistently, day in day out, for years.

Our customers call it 'industrial strength' web research and are delighted by the results.

An information services giant needed to fill in tenant information to update its huge database. It needed to know the company details, URL, line of business, SIC/NAICS code, revenue, branch/head-office details and other information.

In response, the Mobius team of researchers filled in the information from the tenant company website – accurately and quickly. Customized tools helped in deciding the options available and enabled quick decision making.

Another company, a comparison shopping giant, wanted to research and add attributes to the 30 million products carried in its database. Mobius researchers, adept in product categories, added attributes to the products quickly and accurately from the manufacturer's website. Custom search technology along with drop down menus and options now allow the researcher to quickly search and fill missing information.

With 200+ people working on the Web, 24x7, Web research is no longer an art but a well honed science at Mobius. If it is available on the Internet, we will get it quickly.

Here are some areas where Mobius has used Web research effectively:

- Real estate Information companies
- Comparison Shopping engines
- Reference Directory publishers
- Content portals

