

Text2 Systems find efficiencies being powered by YPITData

"When new communities and clients sign-on to our service, we get a large surge of content that needs to be reviewed, processed and updated into our content management system. With YPITData's flexible resources, we can handle those surges and meet our deadlines." - **Tim Murphy - CTO, Text2 Systems**

About Text2 Systems

Text2™ Visit is a mobile communications solution that provides communities and local businesses a new promotional framework by data migration into the digital space. Supporting smartphones, Text2™ Visit enables small communities and their local businesses to proactively reach out and draw the attention of tourists, transient travellers and local residents using 'geo-fence' technology and the text message short-code 'VISIT' (84748). Once registered, businesses or communities can communicate with potential customers and visitors. For more info visit www.text2visit.com



Industry Background

Communities and regions have much to offer both residents and tourists alike. Whether it is local festivals, historical attractions, boutiques and local craft stores, scenic locations or so much more, people must know about all there is to do in order to take advantage of what the community or region has to offer. With a wealth of knowledge and information potentially available, harnessing that content is vital to the success of any campaign.

The Challenge & Needs

Communities are stretched for time and resources to support new initiatives and small businesses and startups like Text2™ Visit have limited staffing to help migrate and manage this disparate content into web and mobile apps. So how does a company with three employees help ensure their clients are able to get the quality of service they need?

Typical Alternatives

Given the hundreds of files and locations to document for each community, the effort to populate the content management system for each client given the available resources is daunting and timelines significantly impacted.

- Hiring a few temporary employees would require time to hire and train the individuals, which would become very expensive and not a sustainable option every time new clients are secured.
- Telling the client that the work will be completed as soon as you have time is not a viable option.



YPITData Solution

The key to successful content migration, whether from paper to a digital environment or between digital sources, is developing a core understanding of the content to be migrated and the structure of the awaiting database. YPITData managers first worked with Text2 Systems to determine the typical scale, timeline and scope of work necessary to bring online a new community. Using this knowledge, YPITData identified the requirements for developing a team of flexible resources and the team size needed.

Once training had been completed, Text2 Systems had suddenly extended their client operations team without incurring any additional fixed costs or salaries. With a flexible and scalable resource available at a moment's notice to support the on-boarding of new clients, Text2 Systems can confidently provide timelines and launch dates regardless of the size of the client.

Using a customized support and pricing model, based on the volume of work to be processed for each client, Text2 Systems is provided with the cost certainty and schedule reliability that is necessary for entrepreneurs as they expand their business.

The Results

Text2 Systems is satisfied with the results:

- ❖ On-demand access to a trained pool of resources to support client projects;
- ❖ Fixed pricing model to ensure cost certainty to the business;
- ❖ Avoidance of reliance on temporary or part-time staff which may not be available when needed and require additional training;
- ❖ YPITData completing efforts on-time and on-budget;
- ❖ All project and staff management handled by YPITData.

Looking Forward to More YPITData Solutions

As new clients come online, YPITData staff are called upon to support the project manager in completing the on-boarding of the client. With future growth and products, Text2 Systems has a resource to tap when needed.

"Our growing business needed the resources to get our client's databases populated quickly and efficiently. The fact that YPITData can ramp up resources to support our needs is fantastic for our us and our clients."

About YPITData

YPITData is a provider of information management solutions to businesses looking to maximize their operational efficiency and eliminate the high-costs of unleashing the data locked within their records. With 100+ tech savvy employees, YPITData serves clients with business tasks of different complexities and sizes.

The YPITData suite of services eliminates the need to undertake tasks that are not a core competency or costly to ramp up and do in-house.

Advantages:

- ✓ Highly affordable
- ✓ Fast delivery thanks to patent-pending parallel processing
- ✓ Secure & confidential
- ✓ Simple & easy to get started
- ✓ Agile & flexible to address time-critical & large-scale projects

Solutions for:

Paper Intensive Industries

- Government
- Legal and Insurance companies
- Engineering firms
- Trucking firms

Variable Demand Industries

- Accounting & Bookkeeping firms
- Software developers / testing
- Researchers and Analysts
- Direct Mail companies
- Media
- Charities