# bv02 gets a helping hand
# from YPITData

## About bv02

A Canadian-based Digital Creative Agency with staff located across the country, bv02 provides clients with a range of services from strategy and digital marketing to the development of web and mobile platforms to connect clients with their user base. Whether they are looking for Drupal, WordPress, sitecore or looking for crowdfunding expertise, bv02 provides the needed expertise to meet the challenges of today's digital world. For more info visit www.bv02.com
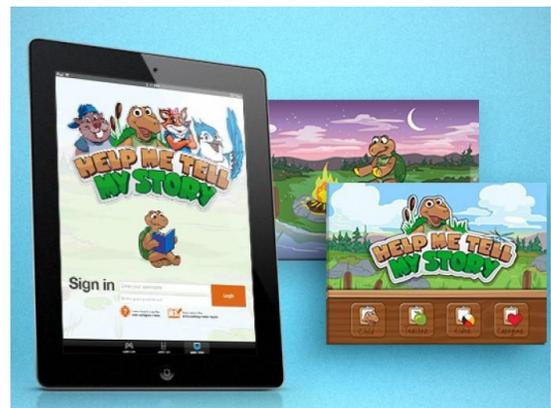
## Industry Background

When developing digital content and platforms for clients, the work required by creative agencies extends from hosting meetings to determine the needs and requirements of a client, to the creation of the digital platform, populating and managing the content, all the way through to the testing and quality assurance effort that the end-product meets the needs of the client.

## The bv02 Challenge & Needs

Skilled resources are expensive, so maximizing efficiency is paramount to delivering projects on-time and on-budget. But each project also involves administrative and basic digital tasks that must be completed. Transcribing audio recordings from work group sessions, populating content into various web content management systems (CMSs) and undertaking quality assurance (QA) testing to verify that the product works and looks as expected, are all tasks for which using project managers and software developers are cost prohibitive. So how does one complete these high-intensity and short-term tasks within an organization focused on the skilled and detailed project efforts?

## Competitive Alternatives

Companies often look to existing staff to chip in a few extra hours or take on tasks to "just get the job done". Content management, project documentation and QA testing efforts aren't continuous, so staffing teams to focus on these efforts doesn't make sense and bringing in temporary staff requires training and oversight to ensure a quality product.

## YPITData Solution

Quality assurance testing, audio transcription and web content management were key areas of support needs that bv02 identified. YPITData created a team qualified staff with computer programming backgrounds that could be called upon on-demand by bv02 Project Managers and the QA Manager to provide the necessary support to web content management tasks and quality assurance and regression testing of projects. This team could be scaled from one to a dozen staff members, as necessary, to meet the project timelines and scope. With the varying timing and needs for QA and CMS support, and the challenges with using part-time or contract staff, through use of a dedicated on-call support team bv02 can cost-effectively complete projects.

This support extended to the transcription of audio recordings from meetings and closed captioning of videos that, using the on-demand resources of YPITData, allowed the bv02 team members to focus on the higher-value and more important efforts of a project.

## The Results

Providing a helping hand when needed, bv02 is pleased with the results:

- ❖ A dedicated team assigned to support technical projects;
- ❖ Increasing efficiency for project task completion & thus profitability;
- ❖ YPITData completing efforts on-time and on-budget;
- ❖ All necessary management of effort done by YPITData; and
- ❖ A simple and easy method to get qualified staff to support project managers.

## Looking Forward to More YPITData Solutions

With a number of projects completed with the support of YPITData, bv02 continues to request on-demand project staff support as projects require, and without any long-term contracts or additional full-time staff. By alleviating developers and project managers from spending time on the lower-valued tasks, additional efforts can be allocated towards project management, client interaction, as well as product and business development.

## 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

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