

## *iPolitics launches new site with help from YPITData*

"Brilliant! We asked YPITData to support populating content for the Green Chamber Guide and they took the task and ran with it. They helped us cut down the cost and timeline for delivering this amazing new product for iPolitics."  
- Sally Douglas, Deputy Publisher, iPolitics

### About iPolitics

As the pre-eminent source for those interested and needing to follow politics in Canada, iPolitics publishes content everyday, throughout the day about everything in Canadian politics. Whether is it cutting-edge coverage about policy and the business of government, or opinions and commentary, iPolitics is whom people turn to. You'll often find their columnists and editors showing up as guests on news programs and roundtables to discuss the on-goings and impact of political decisions on the lives of Canadians and businesses. For more info visit [www.ipolitics.ca](http://www.ipolitics.ca)

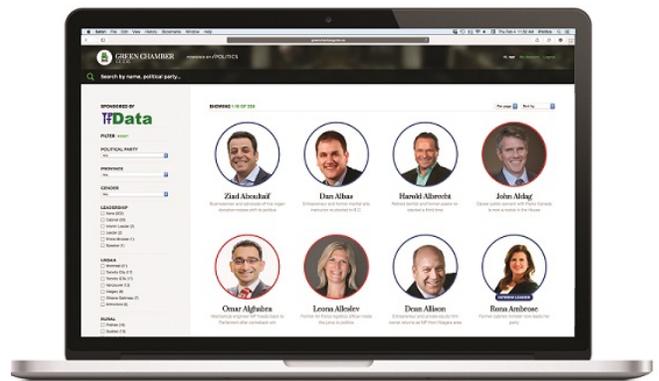


### Industry Background

The news industry is all about attracting viewers. With the 24-hour news cycle, increased competition of blogs and people turning to online sources while on-the-go, ensuring you have the best, up-to-date and relevant information available to your viewers is what brings them back.

### The iPolitics Challenge & Needs

As a new government with many new faces was projected to win in Canada, iPolitics saw an opportunity to build upon its position as the centre of political news sources and develop a tool that would become the source that people turn to when needing to know more about the politicians that make Ottawa run. But there still was a newspaper to run, and diverting journalists and researchers to gather and compile information on all the new politicians would be bad for business. So how does one gather important content with limited staffing?



### Competitive Alternatives

- Take on the effort internally, with staff having shifting priorities that will likely delay completion of the new project and be damaging to the health of the existing business.
- Hire a few new staff for a couple of weeks, spending as much time trying to find good quality staff and then time managing these individuals.

## YPITData Solution

Researching and aggregating data on the 338 Members of Parliament (MPs) from a wide variety of locations would be a time consuming effort. To streamline the process, YPITData formed a team of tech savvy staff to work down the list of MPs to simultaneously update *The Green Chamber Guide's* database as the required information was found. Scouring available government, political party and other web sources, the YPITData team easily completed the first build of the website within the timeline requested by iPolitics.

Since accuracy of the information reported is the cornerstone of iPolitics, a draft profile of each MP was provided for edits and comments. YPITData also provided the iPolitics team with the solution for managing any feedback, one that enabled all emails received to be automatically added to a queue for processing by the YPITData team.

## The Results

With *The Green Chamber Guide* now officially launched, iPolitics is pleased with the results:

- ❖ Dedicated team assigned to support and research information;
- ❖ A full database for all 338 MPs completed on-time and on-budget;
- ❖ MP update process developed by YPITData to support project;
- ❖ All management of effort done by YPITData allowing iPolitics staff to focus on the concept and planning the rollout;
- ❖ YPITData Project Manager involved in weekly internal meetings and provided regular status updates to keep iPolitics informed.

## Looking Forward to More YPITData Solutions

With *The Green Chamber Guide* now launched, maintaining the database to be current is the key focus. iPolitics is now looking to use the same YPITData team and the MP feedback tool developed to provide regular updates to the database in an on-going effort to provide the latest information to subscribers about the MPs, their staff and the happenings on Parliament Hill.

## 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

**"After the success of launching the Green Chamber Guide, we are looking at other ways to take advantage of all the talent and resources that YPITData has to offer."**