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**PROJECT TYPE**
Document Management System, Interactive Documents Editor, Startup, E-Commerce

**TECHNOLOGIES**
Ruby on Rails 4.0, Apache, MySQL, CoffeeScript, jQuery

**DURATION**
9 months

**METHODOLOGY**
Scrum

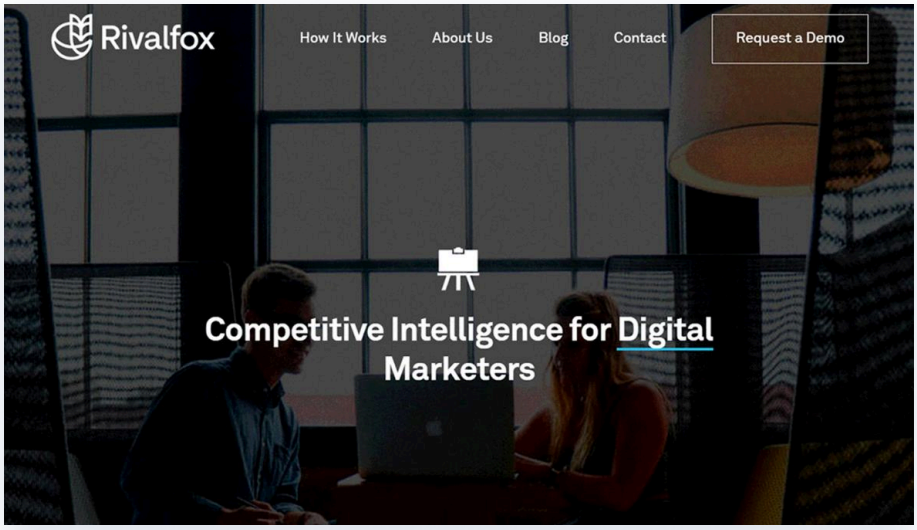
**TEAM**
2 Software Developers
1 Part-time Business Analyst
1 Part-time Scrum Master

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**Client:** RivalFox
**Industries:** Sales & Marketing
**Region:** Germany, Berlin

# RivalFox marketing tracking tool

Server consolidation and performance overhaul cut infrastructure costs by ~35% and improved application response time by ~40% for a competitive intelligence SaaS serving digital marketers. We rebuilt the database architecture, developed a DSL-based analytics engine for competitor campaign tracking, and introduced fully customizable reporting across web, CSV, and PPTX formats.




## Project background

Before contacting SumatoSoft, the Client developed a web tracking tool for collecting competitive intelligence. Since the development was done solely by the Client's in-house team, they felt they didn't have the necessary technological expertise to master their product in full measure.

## Business challenge

The Client aimed at developing a web tracking tool for collecting competitive intelligence. The tool had the following technical issues to solve:

- ✓ Poor overall system performance
- ✓ Database architecture flaws
- ✓ Lack of a detailed analytics section for their customers
- ✓ High server costs

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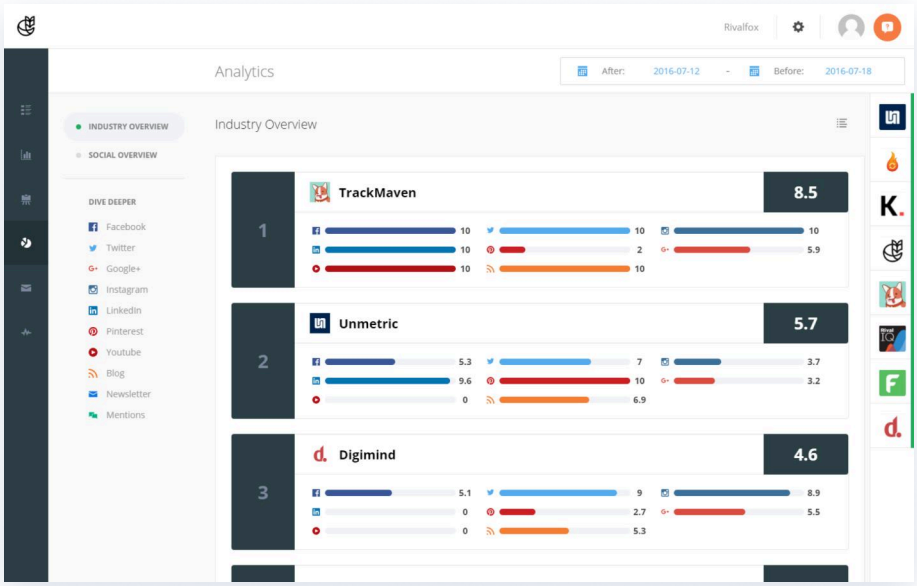
The Rivalfox had the pleasure to work with SumatoSoft in building out core portions of our product, and the results really couldn’t have been better. SumatoSoft supercharged our productivity by providing us with three team members whose technological expertise was surpassed only by their enthusiasm. SumatoSoft provided us with engineering expertise, enthusiasm and great people that were focused on creating quality features quickly.



**Paul S. Chun**
CTO, Rivalfox GmbH

# Project Distinctive Features

- Highly customizable web, CSV and PPTX reports
- Online feed tracking the latest social networks' activity of customers' competitors
- Dynamic charts for rendering analytics data
- Optimized database structure
- An analytics system based on DSL for monitoring marketing strategy effectiveness
- Flexible mechanism allowing customers to add new metrics depending on requirements




# Our solution

The SumatoSoft team had a number of challenges to overcome. We had to optimize the application performance, making it stable for use. Our team was asked to implement both analytics and analytics reports, which were crucial for this type of solution.

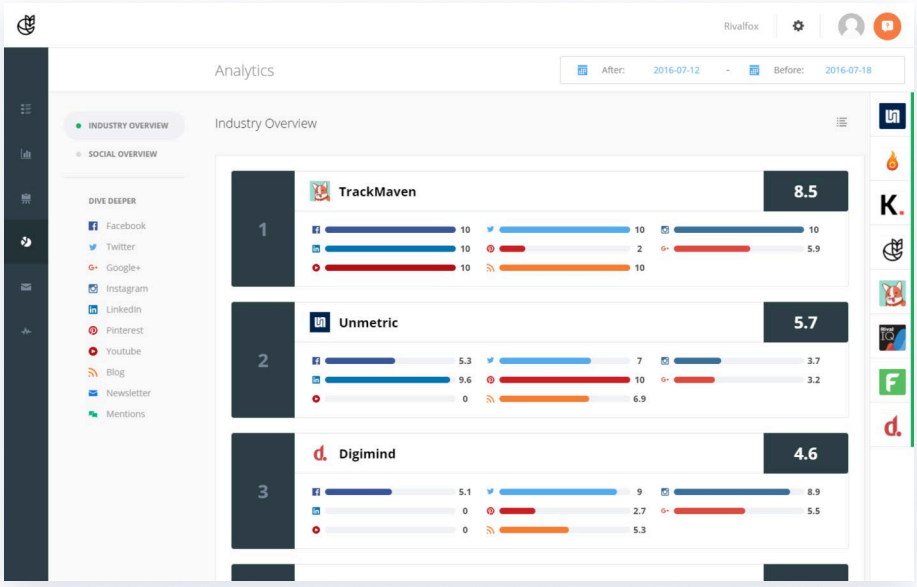
We improved the application, making the solution easily scalable for future changes. The following technological changes were introduced:

- To ensure the quality of the reports, our team developed the analytics system based on DSL, which helps to monitor the effectiveness of customers' marketing strategies.
- The data were collected from competitors' social media profiles, including Facebook, LinkedIn, YouTube, Instagram, Twitter, and blogs. The data were stored in the application's database with real-time access to it. It was used to calculate various metrics, helping customers to measure the performance of their competitors in social media and estimate the effectiveness of their campaigns.


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- The solution contained a flexible mechanism of editing, allowing customers to add new metrics depending on their requirements. This way, the analytics provided multiple ways of data representation, including different chart types, filtering by date range/competitors, and comparison charts.
- The overall system performance was optimized, which increased the application's responsiveness, reduced server load and decreased server costs. In addition, we implemented the feed collection.




## Customer’s benefits

Server consolidation and feed search optimization reduced server infrastructure costs by ~35% and improved application response time by ~40%, directly resolving the Client's core performance and cost pain. The rebuilt DSL-based analytics platform - added from scratch during the engagement - equipped the Client with the competitive reporting suite needed to attract new customers and secure follow-on investment.

## What’s happening with the project right now?

The customer reduced maintenance and server costs. New analytics functionality helped to obtain new customers and investments.


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