SUMATOSOFT

PROJECT SPECS

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

TECHNOLOGIES
Ruby on Rails 4.0, Apache, MySQL, CoffeeScript, JQuery

TEAM
2 Software Developers
1 Part-time Business Analyst
1 Part-time Scum-master

DURATION
9 months

METHODOLOGY
Scrum

TESTIMONIAL

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.

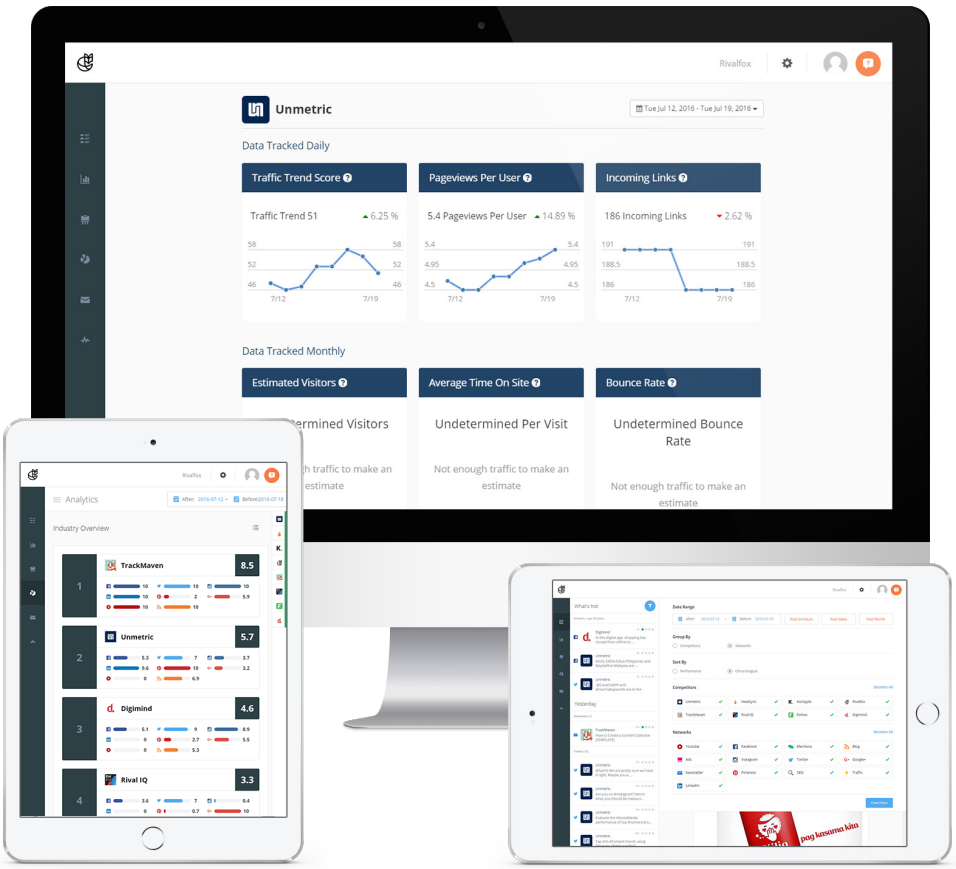
Paul S. Chun,
CTO, Rivalfox GmbH

Client RivalFox
Region: Germany, Berlin
Industry: Sales & Marketing

Rivalfox

RivalFox – Competitive Intelligence from a SaaS Tracking Tool

The client aimed at developing a web tracking tool for collecting the competitive intelligence.



BUSINESS CHALLENGES

Before contacting SumatoSoft, the client developed a web tracking tool for collecting the 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.

One Boston Place, Suite 2602 Boston, MA 02108, United States

https://sumatosoft.com/
info@sumatosoft.com
sumatosoft

SUMATOSOFT

Moreover, the tool had the following technical issues to solve:

- poor overall system performance
- database architecture flaws
- lack of detailed analytics section for their customers
- high server costs

OUR SOLUTION

SumatoSoft team has 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 solutions.

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

- highly customizable web,csv, pptx reports.
- online feed tracking the latest social networks' activity of customers' competitors.
- dynamic charts for rendering analytics data.
- optimized database structure.

To ensure the reports' quality, our team developed the analytics system based on DSL which helps to monitor the effectiveness of customers' marketing strategies.

The data were taken from various social media profiles of competitors including Facebook, LinkedIn, YouTube, Instagram, Twitter, and blogs. There data were stored in application's database with the 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.

The solution contained a flexible mechanism of editing allowing to add new metrics depending on customers 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 helped to increase the application's responsiveness, reduce the load on server, and decrease server costs. In addition, we implemented the feed collection.

WHAT'S NOW

The customer was able to reduce the maintenance costs for the application. A new implementation of feed search helped to reduce the number of servers which led to the significant decrease of server costs. Finally, the development of new analytics and analytics reports functionality helped to obtain new customers and investments.

One Boston Place, Suite 2602 Boston,
MA 02108, United States

https://sumatosoft.com/
info@sumatosoft.com
sumatosoft