

Case Study – Content Management for a leading Infomediary Company

We helped the End client with our offline and web enabled services to complete and enrich the content processing activity of Tender/Contract information & news with enhanced results and benefits.

The Client....

End Client is an infomediary and consulting company in the Public Procurement Domain. As one of the largest and most comprehensive source of International Tenders, Bids, RFPs, Contracts, Upcoming Project Information, and Bidding Consultancy, **End Client** covers nearly all the industrial segments from 230 countries. **End Client** provides service to nearly 2000 subscribers worldwide, and caters to over 1000 customers ranging from small firms to Fortune 500 companies.



The Challenge....

A portion of the services provided by **End Client** to business subscribers centers around what is called "Day 2" Tender information. **End Client** processes over 30,000 new tender opportunities every month. This is an enormous task with huge responsibility aligned with very strict compliance deadlines. The growing trend of tender notification where companies and government departments prefer to host their tenders exclusively on their website, as opposed to publishing it in the newspaper, has also increased the challenge tremendously. **End Client** now has to search all the individual websites of the companies on top of searching from the newspaper publications. This scope increases exponentially considering the global geographical area to be covered. To illustrate, **End Client** needs to search 2000 primary websites, 600 newspapers, and 100 magazines daily to gather the tenders published in India alone. This exercise is duplicated for nearly all the countries where it intends to cover the tendering opportunities.

This is a massive job that requires a very big back office team with expertise in content generation, sorting, coding, processing, and quality control.

The Catch....

- For the entire tender processing process, segregating tenders with different criteria, assigning keywords, generating CPV and doing data entry is a semi-skilled, low-knowledge, high-volume work whereas Bids, RFP's, Contracts, Upcoming Projects Information and Bidding Consultancy are highly skilled, high knowledge and low volume work.
- The costs and attention required by the company for processing the tenders details are enormous; this situation cries out for more attention of the core team on high knowledge services while the low knowledge, high volume work must be outsourced to a third party that has experience of processing high volume data with high quality and impeccable standards.
- Thousands of websites are left untapped because of the lack of resources, or the inability to dedicate time in managing such processes that require expert manpower. This leads to fewer tenders published on the website thus lowering the value of the content and the overall value of the website.

The Solution....

Manisha Infocom offered not only unparalleled technical innovation with our Data Processing System, but also brings extensive knowledge of the infomediary industry. This gives Mi the flexibility to provide a solution that is *actually* needed. We seek to understand our clients business and their issues and work with them to shape their future.

We utilized the image archives of the tenders scanned for processing and process the tenders using our data digitization expertise. We provide the database of the data extracted from the tender images. We also do extensive searching of various websites, using our web research expertise & collected tenders from

various sources which had been untapped, thus increasing the reach of the website & the value of the content. It is exactly the type of solution which the **End Client** wanted and delivering all the benefits they hope. "This project is all about increasing efficiency, improving service and reducing costs".

End Client realized the following benefits provided by this project:

- Greater flexibility in establishing deadlines
- Professional preparation of all summaries
- Dedicated Mi Account Manager who is completely dedicated of the company's needs
- MBA, BE, MCA, MCS, M. Com, B. Com level staff
- No need to hire or train to fill employee attrition
- Complete confidentiality
- Low overall cost

Process Flow..

The attached storyboard diagrams will walk you through our proposal. Our project layouts can be customized to meet your needs and all are based on the latest trends in design and production.



