Case Study
IT and Database Consulting for Marketing G2: A decade long technical partnership

Executive Summary

For almost 10 years EndPointConsulting has been working with Marketing G2 to design, deploy and manage large-scale database marketing systems for some of the largest newspaper brands in the country.

Technologies involved:

- Microsoft SQL Server

- Microsoft .NET Framework

- HTML5

- ANGULARJS

- NODE.JS

- Web API

Challenges

MarketingG2 (MG2) was a startup organization that was founded by Patrick Glennon, which originally attempted off-shoring development on its own. They were very unhappy with the initial performance when going it alone and engaged the services of EndPointConsulting (EPC). What started off as simple database and administrative services quickly expanded after EPC proved themselves capable and became MG2's entire IT and database team.

From there the relationship has grown and the EPC team that now serves MG2 has grown from just 2 people to 9 full time consultants. EPC has been instrumental in building out the MG2 technology stack. Products developed and launched include:

- Open Intelligence
- Solicitor Concierge
- Mobile Concierge
- Subscriber Concierge
- Touchpoint

How Services Helped

EPC provided the necessary offshore database and IT talent to help MG2 grow cost effectively and maximize value to their clients. EPC has consistently delivered quality products on time and under budget. The services provided were at a fraction of the cost of onshore local talent.

Results, Return on Investment and Future Plans

Currently EPC has expanded their MG2 partnership by adding a team of QA engineers as well as a web development team. The team now serving MG2's needs has now grown to 15 people across 2 different offices in Belarus.

Case Study

IT and Database Consulting for SolarCity : America's #1 source for solar power

Executive Summary

SolarCity is America's #1 provider of solar power with over 217,000 customers and counting.

Recognizing EndPointConsulting (EPC) as a leader in high performance database design and development, engaged them to optimize their services to keep up with their rapid growth.

Services involved:

- Microsoft SQL Server

- Database Administration

- General IT Consulting

Challenges

The database services manager for Solar City was faced with a shortage of database talent and reached out to EPC for help. EPC quickly allocated a senior SQL Server Engineer to the project to help streamline database processes.

How Services Helped

EPC was able to provide a senior database engineer onsite within a week of initial call at a rate well below the market rates currently being charged in Silicon Valley. EPC continued work on the project for several months while allowing the client to build up their own internal database staff.

Results, Return on Investment and Future Plans

EPC was able to serve as a crutch in a critical moment in Solar City's growth and ensure they did not miss a beat while growing their internal team.

Executive Summary

The GovGistics product is a comprehensive single source Government Research and Solicitation Monitoring Tool that delivers RFQ and RFP opportunities from the DoD and other sources to its customers as well as provides access to a complete NSN Database and procurement history which covers DoD, GSA, Emall and more. By using GovGistics, government contractors can more effectively streamline the process of researching, finding and winning DoD contract awards.

GovGistics engaged EndPointConsulting (EPC) to build a robust and scalable backend system to crawl thousands of government documents daily and present the information in an organized manner to GovGistics customers.

Technologies involved:

- Microsoft SQL Server

- Microsoft .NET Framework

- Custom Spider Development

- HTML5

- ANGULARJS

- NODE.JS
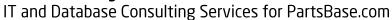
- Web API

Challenges

Previously written codebase were relying on very outdated technologies, such as SQL Server 2000 & Visual Basic. Web crawlers (spiders) were poorly written and presented huge maintenance challenges, which produced consistent defects that needed to be addressed. Furthermore, the database structure was designed inefficiently, which led to extremely poor performance.

How Services Helped

EPC provided the necessary offshore database and IT talent to help Govgistics re-write the existing software, as well as create brand-new subsystems to help streamline their business processes. EPC consultants created innovative ways to load and process data from antiquated government data sources into the Govgistics relational database.

Results, Return on Investment and Future Plans

Currently EPC has a team of 3 consultants servicing the needs to Govgistics full-time. The consultants are located offshore in the EPC Minsk office in addition to a database architect placed full-time in the Govgistics office. Govgistics has been able to return to profitability and increase sales by 300% since EPC began its engagement with Govgistics.

Executive Summary

PartsBase is a digital marketplace that connects buyers and sellers of aircraft components. There are presently over 115 million components for sale making PartsBase the largest source for aircraft components in the world.

PartsBase engaged EndPointConsulting (EPC) to design, deploy and maintain their database systems and web application suite.

Technologies involved:

- Microsoft SQL Server

- Microsoft .NET Framework

- HTML5

- ANGULARJS

- NODE.JS

- Web API

Challenges

PartsBase's technology stack had not been updated for years when they first approached EPC. A total overhaul was needed, which included upgrading from SQL Server 2000, Windows 2000 & Visual Basic to newer technology. The software that was written years ago was performing poorly and needed a full re-write.

How Services Helped

EPC provided the necessary offshore database and IT talent to help Partsbase improve their IT and Programming practices using offshore development staff at a fraction of the cost of local developers.

Results, Return on Investment and Future Plans

"As the Lead Software Architect for my organization, I was at first hesitant on outsourcing and not being able to manage my developers myself. However, after speaking with Alex and his team at EPC they were able to assemble a custom team to meet my specific needs when I needed it and were able to scale down when I did not. It has allowed me to focus on bigger picture technical projects and growth while not having worry about the day to day"
Antonio Perez,
Chief Software Architect,
Partsbase.com

Currently EPC has a staff of 8 serving the needs of PartsBase including 3 full-time database administrators and 5 developers. PartsBase has increased sales and customer retention due to the improvements in processes and software from EPC. They have also successfully migrated all of their hardware infrastructure into a world – class data center based on a plan proposed by EPC.

Executive Summary

SeekingLeads is a web platform that connects businesses with new customers by offering referral fees for introductions.

SeekingLeads approached EndPointConsulting (EPC) with simply a napkin and within 5 months EPC had completely designed, tested and launched an entire web based platform to power this lead generating platform. There are now 1000's of leads posted on this site from 1000's of businesses as well as an in-house advertising platform.

Technologies involved:

- Microsoft SQL Server

- Microsoft .NET Framework

- HTML5

- ANGULARJS

- NODE.JS

- Web API

Challenges

SeekingLeads.com was a startup founded by a successful South Florida Entrepreneur. The company's CTO was tasked with implementing a vision with a fixed budget and a tight timeline. He approached EPC to build an offshore development team quickly that could help accomplish this task.

"When I initially met with EPC to discuss the founder's idea it was nothing more than a sketch on a napkin. Fortunately their sharp leadership team instantly understood my vision and was able to pick it up and run with it. Within 5 months my platform was complete and at a cost and quality level that could not be matched by others. I have since moved all of the software work for our other businesses to EPC."
Jorge Alfaro
Chief Technical Officer
SeekingLeads.com

How Services Helped

EPC provided the necessary offshore database and programming talent, which was tasked with translating the business requirements into a solid architecture and subsequent code base.

Results, Return on Investment and Future Plans

EPC Consultants were able to quickly begin delivering architectural documents and reference implementation for approval by the CTO. Once approved, coding quickly took place and the SeekingLeads.com platform was launched to market within 5 months of project inception. The project was finished under the initial budget that was originally proposed to the CTO of the company. Current staff includes 2 programmers providing support on the platform.