

# Case Study

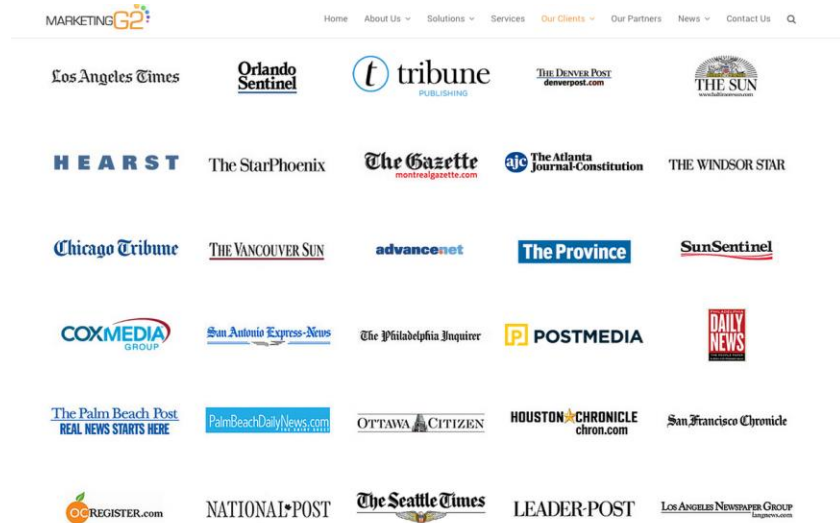
## IT and Database Consulting for Marketing G2: A decade long technical partnership

### Executive Summary

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

Technologies involved:

- SQL DBA
- . Net development
- Web development
- Angular JS
- Node JS
- Web API development



### Challenges

Marketingg2 (MG2) was a startup organization that was founded by Patrick Glennon, originally tried using an offshore firm from India, but were very unhappy with the results. EndPointConsulting (EPC) started working with MG2 as a database developer in 1996 and quickly proved itself and became their entire IT and database team.

From there we have worked together 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 we have worked on include:

- Open Intelligence
- Solicitor Concierge
- Subscriber Concierge
- Touchpoint

### How Services Helped

We provided the necessary offshore database and IT talent to help MG2 grow economically. Our service was provided at a fraction of the cost of onshore local talent.



*"The success of our day pass campaigns has **positively impacted our ability to engage digital readers** and expose our premium digital products to more consumers. The team at MG2 were **great partners** supporting the launch of that program and continue to provide the expertise and technology that we need for our ambitious plans."*

*Laura Inman, Director of Audience Engagement AIC/CMG Group Lead*

### Results, Return on Investment and Future Plans

Currently we have expanded the MG2 team within EPC by adding a team of QA Engineers as well as web development team. The team serving MG2 needs is now totaling 15 people in Belarus.