

# Big Data for CRM

Preview

a WorkDigital Ltd Product

# About WorkDigital Ltd

CloudSource and FreshUp are products of WorkDigital Ltd, a cloud-based data services company that builds and powers enterprise CRM products making use of proprietary natural language processing algorithms.

Company has been featured in the NYTimes, Financial Times, the BBC, WIRED, the Guardian, TechCrunch and its products are used by **Oracle**, **KPMG**, **adidas**, **KFC**, **Adecco** and more than 1,600 other leading global companies.

"A web 3.0 company" Leo Laporte, "Best Twitter Job App" BusinessWeek

# Enterprise Big Data Solutions

Platform emerged from R&D for partner product launched with Google

WorkDigital applies machine-learned algorithms to customer data. This data is mapped to data derived from our semantic crawl of the web and placed in a platform purpose-built for big data processing. We offer solutions for the CRM market including:

- Customer & Prospect DB Services
- Predictive Analytics / Prospecting Automation
- Cloud Computing
- Data Integration & Enhancement
- Customer / Business Intelligence

# User Case

Global Publishing Company grown via aggressive M&A

## Current Status

17 million customer records sitting in 27 separate data stores

82% are out-of-date

13 Languages

## Challenge

Want 1-search solution	Want Semantic Attribute Extraction
Want Cloud Back-Up of Complete DB	Want Mobile Access
Want purpose-built lead-gen UI	Want to Bring Data Current
Want better CI/BI from big data analytics	Need better automated ranking/matching systems
Need multiple CRM backwards compatibility	Need Multi-Language Support

# Customer & Business Intelligence

Client CRM Data + Semantic Crawl Data + MetaData are structured for distributed processing across clusters of servers.

Allows for Insights into Customer and Business DNA only possible via inference from massive data sets.

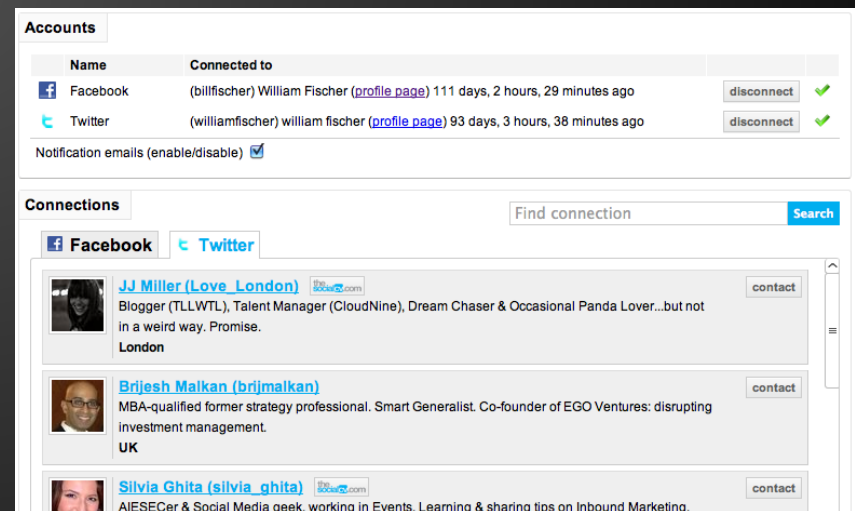
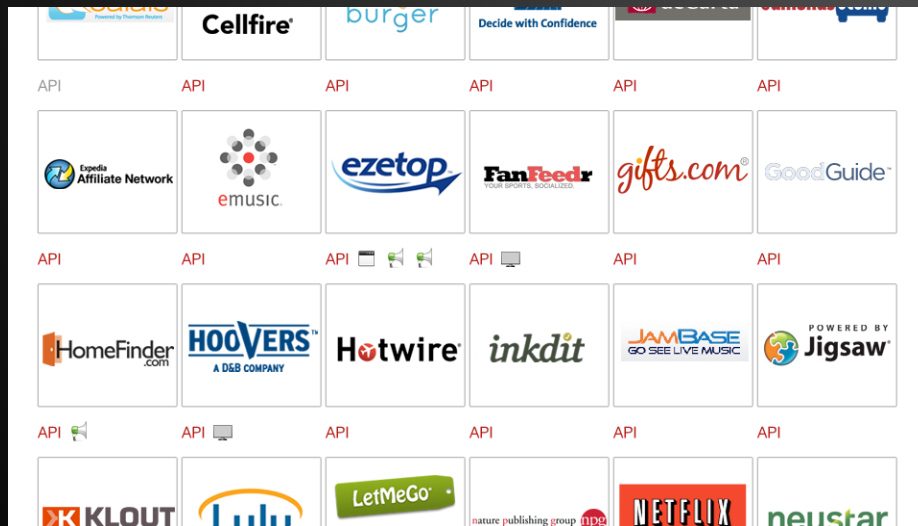
Purpose-built Big Data Analytics Platform

Hadoop Map Reduce and Other Big Data Interrogation Tools

# Platform as a Service

Product Allows for Participation in Robust API ecosystem.


Also built to aggregate all candidate pools including corporate social media accounts, email, and other data sources.





# Global


Product and DB architecture purpose-built for International multi-language support.


[Save search](#)Your query: has found 1,555 people. (0.25 sec.)

**Alan Felthes Campos**  
Sou Analista Programador, gosto de PH...  
programador php at AFCweb

**Wanderson Camargo**  
Bacharelado de Ciência da Computaçã...  
PHP Programmer at F1 Soluções

**Igor Gomes dos Santos**  
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**Job Titles:** .....  
programador php  
**Companies:** .....  
AFCweb  
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# Out of Date Data

Estimated 82% of customer records in CRM systems are out-of-date

Product Uses proprietary FreshUp system to bring customer records current

CRM can be backfilled with updated data sets

## How many CVs in your database are out of date? Time for a FreshUp!

Simply provide us with the candidate's email address and we'll provide the update.





# Semantic Attribute Extraction

Product makes use of machine-learning and Natural Language Processing to build proprietary classification schemes built by WorkDigital Ltd.

Perform simple semantic searches of major attributes in customer records including skills, job titles, verticals, hobbies, locations etc.

# Bringing Big Data to the Enterprise

Big Data Analytics Platform offering Cloud Computing services

Hadoop Map Reduce and Other Big Data Interrogation Tools

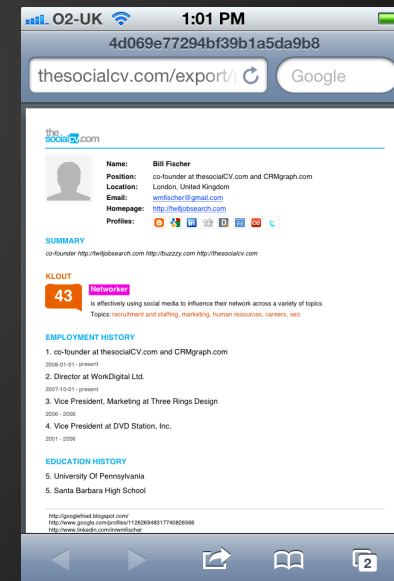
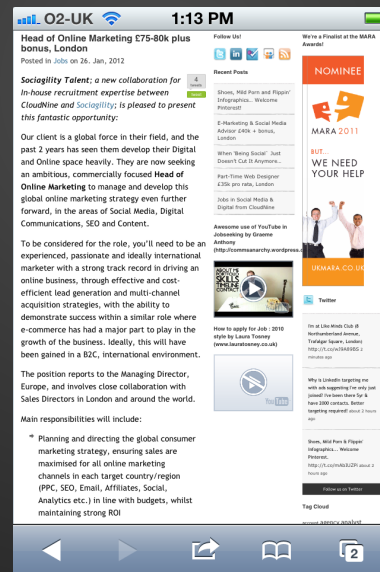
Predictive Analytics and Prospecting Automation driven from Big Data insights

# Lead Gen via DNA Matching

Identify the DNA of best customers and then match against our 200 million profiles to develop new matches

Automatically ranks Lead matches using proprietary algorithms that weigh/rank key attributes.

Algorithm makes use of proprietary SocialGraph and BusinessGraph data



# Core Data Set

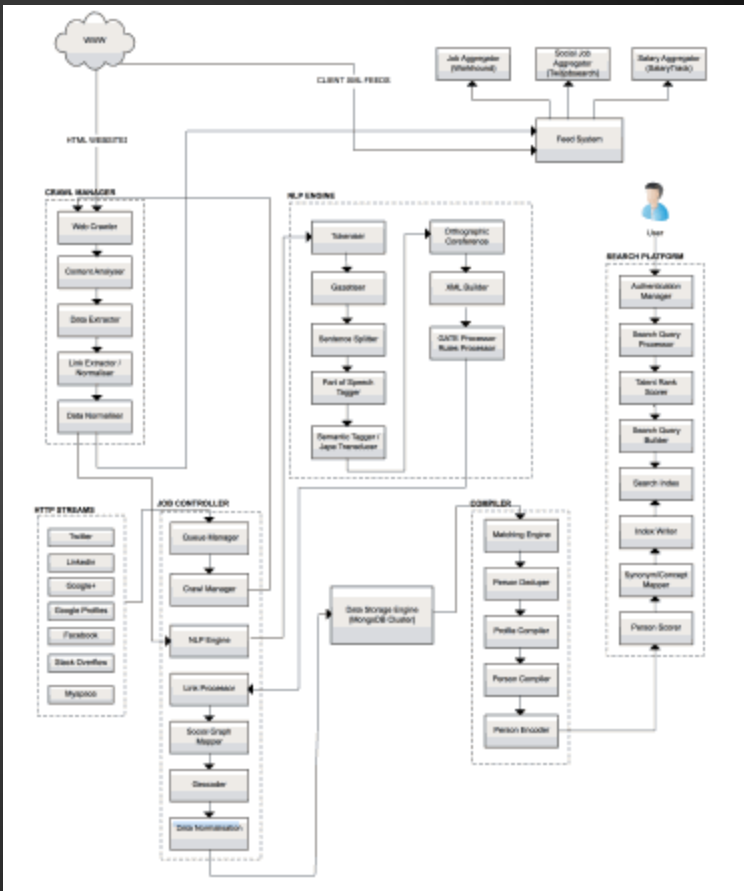
## 200 Million Individuals Mapped in Base Product

## SocialGraph BusinessGraph Attributes

Index comprised of more than 100 Billion records

## 30 Million new records processed daily

Data sets largely unstructured with Semantic Intelligence & Metadata layer applied



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