

CASE STUDY

Data Intelligence Firm Accelerates Data Collection by Outsourcing Its Search and Capture

TDEC sourced millions of data elements for a leading data-intelligence firm.

Challenge: This data-intelligence firm provides insight on a person's wealth – assets, income, charitable contributions, stocks – to help nonprofits, organizations and companies know more about their customer or prospective donor. In its initial start-up years, this company needed to build its database of donor information and clean the data they already possessed. These were time-consuming tasks for a growing firm.

Solution: The company turned to TDEC to search the Internet, collect relevant, publicly-available documents, and then extract the data, e.g., year of donation, individual or company, type of company. The data was then formatted to the client's specifications. To streamline the process as well as keep it very affordable, TDEC developed software to automate some of the data gathering tasks. As the data-stream flowed in, it was also tagged so that it could be indexed and deduplicated so that it was immediately up-to-date and useable. TDEC's successful processes led the firm to expand the scope of data collection, adding additional donor metadata, such as income brackets.

Results: During the course of this project, TDEC delivered an estimated 6.2 million pieces of donor data, on-time and with 98% accuracy, providing the data intelligence firm a solid database from which to grow its business