

Designed and Engineered a Contemporary Survey Management Platform

to boost overall time-to-insights for a leading U.S. business insights provider

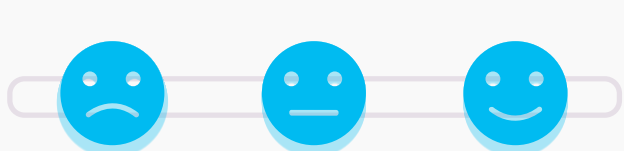


About the Client



✓ A leading provider of business insights for advertisers, marketing agencies, media companies, Fortune 500 brand builders, marketing strategists, and sales leaders

✓ It integrates modern survey methodologies with cutting-edge technology to develop attitudinal and behavioral data points for information gathered through ongoing surveys and passive measurement



Lead digital transformation for obsolete systems and processes through a custom survey management platform



Develop an application that integrates different survey management modules as per decision metrics



Improve capability to organize and track work, and manage change requests during survey lifecycle

Business Needs



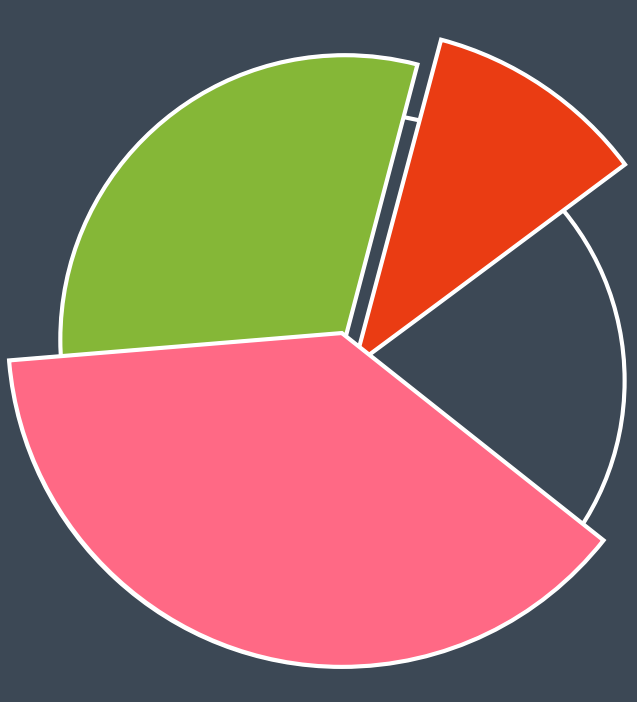
Solutions

✓ Set up ADFS application groups and single sign-on (SSO) for authentication and authorization of the application

✓ Created bulk upload processes through CSV imports, file versioning, and unique ID generation for easy segregation of consumer metadata

✓ Introduced user role-based workflows that streamlined and automated the survey management processes

✓ Designed workflows to support business rules engine for selective data accessibility based on user roles



✓ Integrated a survey management platform with other modules such as decision rules engine, sample management, and field management system (FMS)

✓ Created fully blown CI/CD pipelines using YAML scripts in Azure DevOps



Technology Stack

- ✓ **Development:** ASP.NET Core | EF Core | Angular | ADFS
- Microsoft SQL Server | Amazon EC2 | **VAML Scripts**
- ✓ **Prototyping:** JUSTINMIND | Microsoft Visio | Adobe
- ✓ **Project Monitoring and Communication:** Azure DevOps | Slack
- ✓ **Other Platforms:** SODA | Horizon



Business Impact

✓ **50% reduction** in the time taken to complete one survey lifecycle

✓ **Zero errors** due to elimination of manual processes

✓ **Achieved transparency** with end-to-end workflow tracking across different modules

✓ **Enhanced UI** to adhere to complex workflows with flawless user experience

✓ **Increased consumer data security and integrity** by implementing robust SSO audit trails

Cybage Hi-Tech

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Streamlining operations with a contemporary survey management platform

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