

Natural Language Processing-powered Enterprise Analytics Solution

Adanto markedly improves productivity of sales and marketing teams at the **global leader in the Professional Staffing field** by delivering **targeted leads via a powerful, yet simple to use enterprise application to their mobile or PC device of choice, instantaneously.**

The Challenge:

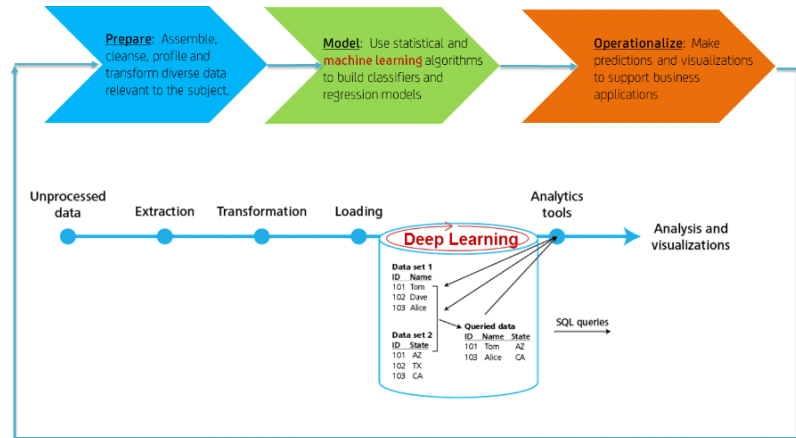
- Sales teams dissatisfaction with the leads process, lead quality and lead management
- Very poor sales productivity as measured by the sales effectiveness index
- Non-standard individual lead generation activity leading to poor quality, wasted time
- Stagnant quarterly revenue and market share loss to niche players
- Hard to find information while on-the-go
- Complexity

The Objective:

- Significantly Improve Sales Effectiveness, Sales Productivity, and Sales Satisfaction
- Deliver targeted, hot leads to the right sales specialist in a simple form, at the time of need
- Improve lead conversion rate by 30%
- Establish more predictable and more sustainable profitable revenue growth
- Empower sales and marketing while on-the-go

The Solution

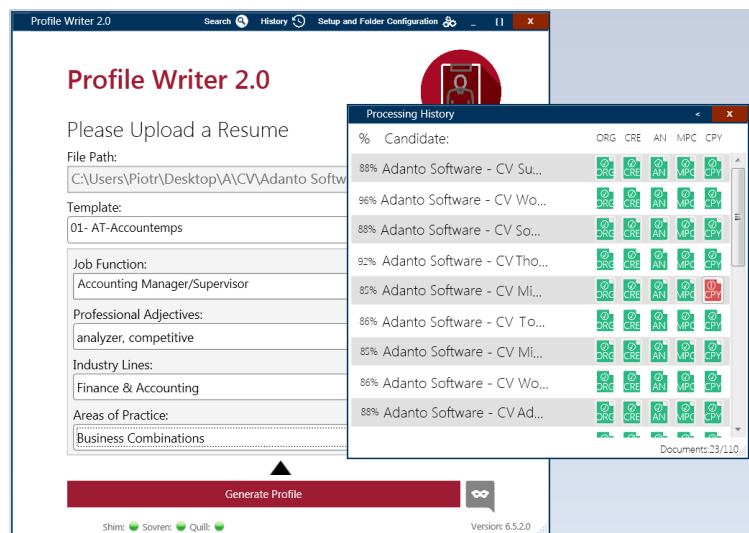
- **C#/.Net Application Framework**
- **Enterprise SOA Platform**
- **SOA-connected external services (i.e. AWS)**
- **Natural Language Processing algorithms for data correlation and analytics of many file formats (*.pdf, *.rft, *.doc, *.txt)**
- **Amazon AWS Cloud**



The main challenge in reaching the requested objective of getting accurate leads for sales personnel was building an accurate and repeatable analytics engine capable of learning itself and improving its results over time, for data was not stable, of very different formats, with different sizes and with different meaning altogether. Therefore, before analysis and results were delivered, the engine had to be capable of data cleansing, data extrapolation, data refresh, and data updates with most recent field changes. Data needed to be auto-updated to fill the missing fields, correlated its meaning with existing external sources and compared with the history of similar uses.

The result

- **Improved sales leads process - overnight**
- **Improved sales productivity, marketing effectiveness and job satisfaction**
- **With time, gradual improvement in top line revenue growth.**



Adanto Professional Services

“We help our clients - from start-ups to large enterprises - deliver **web-based, mobile & cloud-based** apps, accelerating time-to-market & improving the quality, usability and agility of their digital IT.”

Michael Kinalski
CEO, Adanto Software LLC

Adanto Professional Services help organizations create sophisticated, enterprise-class software solutions and harness full potential of emerging technology trends to:

- **Improve delivery quality** across the application portfolio, from mobile to cloud to Web to packaged software, through standardized architectures and tools.
- **Increase predictability** through standardized confirmation and transition points, deliverable templates and workflows.
- **Optimize delivery cost** through an optimal mix of resources.
- **Enhance User Experience** with very latest mobile and web technologies.

Adanto Professional Services address unique challenges that every business or IT department is faced with today. It provides a full lifecycle of custom software development on the Java, .Net or Open Source platform, including broad Web and application development solutions and those enabling portal and content management.

Adanto Professional Services include overall project management, planning, requirements analysis, technical architecture, design, build, test, deployment post launch free support, and fee-based extended service.

We offer Java, Javascript, .Net/C#, C/C++, R, PHP, Python, Ruby, Perl, Pig, Hive, HBase, Spark, and other languages pervasively used in a wide range of technology-based solutions especially: mobile, UX/CX, cloud and Web.



accelerate your IT with Adanto

Services • Technology • Solutions

About Adanto

Adanto is an emerging global software services and solutions company, incorporated in Delaware, serving clients in the EU and the USA from its five global locations.

Combining vast experience with comprehensive capabilities across many technologies, industries and business functions, Adanto collaborates with clients to **accelerate their innovation** and help them become **high-performance digital businesses**.

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