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GROUP

Success Stories

Virtual Drive: Document Manager

*Search, process and analysis
of high-volume data in real time with the
Mototech Group Big Data platform.*

The Requirement

- Searches the content of client's documents.
- Improvement of user experience, reducing the time spent searching their scans.
- High availability of the solution.

Why Virtual Drive?

- Virtual Drive was implemented in order to offer a high added value service to clients.

Achieved Results

- Virtual Drive centralizes, contains and offers indexation and search services to each application of its clients.
- The clients execute searches on metadata and/or the content of scanned documents.
- The clients define their own types of documents, metadata and filters.

Benefits

As many print-only Yellow Page directory companies suffered deep revenue declines and loss of business from internet based solutions, UFM decided to act swiftly to avoid a similar fate. By partnering with Mototech Group they developed a multi-tier online strategy to help migrate customers and their solutions to the web. It has been highly effective financially for them and they continue to provide a variety of successful offerings for small to mid-sized businesses across the western US, still powered by the Intelligenx™ Search Engine.

The Business

User-Friendly Phone Book (UFPB) isAmerica's second largest independent Yellow Pages directory with 36 books across the US in California, Kansas, Kentucky, Indiana, Louisiana, Ohio, Oklahoma and Texas helping local businesses and consumers connect. UFPBis the directory of choice for residents to access useful national and local information in a printed telephone directory simple and fast and they own the popular local search engine, GoLocal247.com.   Mototech Group's Intelligenx™ unit manages and maintains the online directory and helped the UFPB develop Huzzah, the loyalty program for SMBs.

The Problem

UFM had three goals in mind: (1) make a digital version of The User-Friendly Phone Book, America's Second Largest Independent Yellow Pages Directory; (2) provide companies with a simple solution forcreating apps for theirclient's mobile phones; (3) an easy-to-use reward card system for their clients.

The Solution

Mototech took the challenge and developed the three platforms.
• The first was GoLocal, an easy to use search engine with even more content than the printed version.
• MA (Mobile Apps) for Small Business gives companies the ability to create their own apps that suit their needs with an ease-of-use platform.
• The implementation of Huzzah provided access to their own loyalty reward program just needing to scan their customers rewards cards, offering unique benefits and prizes plusansimple path to receive special offers.

contact us at **info@mototech.us**