mototech
GROUP

Success
Stories

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.

Virtual Drive: Document Manager

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

The Business

YaSabe is a digital media company that provides bi-lingual content for US Hispanics (USH), including local business information, employment and recruitment connections, automobile purchasing info, coupons and classifieds. More than 8M mostly mobile users accessed YaSabe content in 2017 through search and a network of Hispanic media destinations, including Univision.com. YaSabe.com is a location-aware mobile guide for US that provides information combined with user-generated content in the form comments, likes, recommendations and images that users upload directly.

The Problem

Use a correlation engine that allows you to manage the different categories of the portal, as well as with the same engine generate the statistics and analytics necessary for commercial tasks and monetization of the platform. Today it has approximately 500,000 registered users and records a traffic of around 1,500,000 monthly recurring users.

The Solution

The Big Data solution from Mototech created the Yasabe platform as well as generate all the vital statistics and analytics necessary for the company to determine valuable data points and adjust user targeting accordingly.

Benefits

The different Yasabe portals were integrated on the same platform all sharing the same engine, whether automotive, restaurants, human resources, classified ads, which allowed access to the information immediately from any portal. or device, with the response time for the user being one of the main success factors of the tool. In addition, being integrated in the same platform, the statistics generated in real time allow immediate decisions when the business requires it.

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