compassites
digital transformation experts

Case Study

TRANSFORMANZ

Client Profile:

Established in 2008, Transformanz is an independent business and investment intelligence company with current focus on Sub-Saharan Africa (SSA). Transformanz monitors, communicates and connects SSA Frontier Markets with businesses and investors globally. It provides information to its clientele in the form of data pertaining to several crucial parameters in order to help them take vital business decisions. Some of the data being provided includes: macroeconomic data, financial markets, sectors & industries, public/private companies and company specific information.

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Tecnology Used:

J2EE, Liferay, MySQL and Google analytics API

Business Situation:

The research data is made available to the clientele of Transformanz through a subscription model. Tranformanz used to deliver the content on the internet through a website that used a content management system called Joomla. The data content and data visualizations were built manually and were static, which implied that more amount of attention needed to be paid to update information. This made the process long and tedious. Moreover, the application and process was not scalable in terms of handling the growth in number of users and data.

Solution Approach:

Compassites solved the problem by designing the data model and automated ETL process to help Transformaz to tremendously reduce the time required to load the data into the system. The entire user experience was redesigned to allow the users to drill down to the required information and purchase the same using self service payment module. It involved the following steps.

¤ Data collection and validation based on the different parameters that were chosen to do a complete analysis for individual countries.

¤ Data management & research which would collate the data using ETL which implies that data is collected from an outside source, filtered for operational use and finally loaded into the end target. In this step the ETL collector pushed the data into the data repository for further usage.

¤ Online databases which would have a web interface with online platform and community. This was built on the Liferay portal system infrastructure which produced the output as analytics. It also had features such as report generation, integrated portals and collaboration that was put up for usage through subscriptions and downloads.

Benefits & Results:

¤ The tool was built on Liferay to leverage its robust content management, flexible web publishing, collaboration and social features.

¤ It was deployed on the Amazon Web Server cloud to enable almost limitless on-demand capacity scaling thereby reducing the up-front capital infrastructure expenses.

¤ High availability and tolerance was ensured through deploying the cluster across availability zones and load balanced through elastic load balancers.

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