



BDMetrics

Client Need

BDMetrics is a developer of relationship analytics for use in the exhibition management industry. BDMetrics' technologies enable the dynamic personalization of a trade show experience based on the needs and interests of individual participants or exhibitors, leading to increased attendance, lead generation, and sales. BDMetrics needed to enhance its core technology for exhibition managers so that it would be stronger, more scalable, and, ultimately, adaptable for use by individual exhibitors.

Inflection Point Solution

In a two-phased approach, Inflection Point Systems analyzed the existing web application and supporting database to determine the optimal strategy for enhancements. In the first phase, working in ASP.NET using C# through the MS Visual Studio tool, Inflection Point developed middleware that improved efficiency through data formatting thereby supporting enhancements to the database. The second phase included identification of a way to increase the speed and effectiveness of data matching capabilities to support extending core technologies into higher-demand environments. Inflection Point implemented the core algorithm and rules for optimal scalability then rapidly performed development and testing, utilizing application caching, message queuing, XML translations, and other techniques to make the enhanced technology ready for market.

In addition to working collaboratively with BDMetrics to complete a comprehensive analysis of the original platform and database, Inflection Point richly contributed to the overall transition plan, actively participating in the requirements definition, architecture, implementation, and deployment. This tight collaboration was enabled by Inflection Point's nearshoring capabilities, delivered through their Monterrey, Mexico, (U.S. Central Time) development center.

Outcome

Inflection Point's collaborative analysis and development efforts led to a 10,000 percent increase in file conversion speed at the database level and similarly impressive enhancements to critical matching functions at the application level. As a result, the client was able to improve the performance of its core technology and create a product for extension into a new sector of its core market. In addition, the new application was architected and developed to be not only more scalable but also translatable, enabling the client to begin marketing its product outside the English-speaking world. Inflection Point combined disciplined analytical work and rapid nearshore development capabilities to devise and deliver product development solutions with time-to-market sensitivity.