

Content & Catalogue Services

Data Creation, Discovery and Metadata Enrichment

CONTENT AND CATALOGUE MANAGEMENT

- ✓ Data Curation
- ✓ Data Creation and Improvement
- ✓ Metadata Enrichment
- ✓ Data Entry Validation
- ✓ Data Cleansing
- ✓ Master Data Management
- ✓ Catalog creation and improvement

TOOLS DEVELOPED

- ✓ Workflow Automation
- ✓ Web Crawlers
- ✓ Real-time MIS & Dashboard
- ✓ Quality Control Tools

OUR DIFFERENTIATORS

- ✓ Crowd Sourcing Models

Case Study – Creation of an educational content database

- ▶ **Context:** - The client wanted 1 million multiple choice questions created & 10 Million open source web resources collated, on US curriculum subjects, within a 4-6 months' timeframe
- ▶ **Our Solution:** - NextWealth broke down the process into the following stages to ensure speedy processing at high quality
 - ✓ *Discovery of non-copyrighted content*
 - ✓ *Web crawling, Extraction & Indexation of content*
 - ✓ *Content & Data Preparation & Improvement*
 - ✓ *Metadata Enhancement & Ingestion into production*
- ▶ **Benefits:-** Using automation tools and a quality assurance process based on random audit sampling, we completed the task within 5 months to complete satisfaction of the client's quality expectations



Case Study – Catalogue Content Improvement

- ▶ **Context:** - The client wants to improve the product attributes and information about the various brands it represents – bring parity in store & online channel
- ▶ **Our Solution:** - NextWealth associates look at various products belonging to a particular brand and assess for completeness of data; the missing data elements are plugged in and additional data enrichment undertaken
- ▶ **Benefits:-** Ensures that online shoppers see the complete data as they would in the store; also allows the brands to maximize their visibility online

