



CompareNetworks

"My team members informed me today that leads were deployed by the new system perfectly for all verticals. They're very excited about this, and the finished product is phenomenal. The productivity of the team at Calcey is very good; I think this is primarily due to a combination of an excellent work ethic, and a greater sense of having a "customer" than in-house developers have. I am consistently impressed with the turnaround time from the Calcey team, particularly in high pressure situations like just before and just after product launch."

Andy Miller

CTO, CompareNetworks

CompareNetworks

Automates Lead Generation with a Co-sourced Solution from **Calcey Technologies**

Background

CompareNetworks, Inc. is a leading global media company for the life science and healthcare industries headquartered in South San Francisco, California. The CompareNetworks websites assist health and life science professionals in making informed purchasing decisions by offering a long-needed source of product information and industry news. Through their comprehensive product directories and targeted editorial and video content, the company also helps marketers reach decision makers and generates highly qualified leads in these specialized fields. Selling these leads to equipment makers is one of the major revenue streams for CompareNetworks.

Prior to working with Calcey, each vertical within CompareNetworks – Biocompare, Dentalcompare, Medcompare, OphthalmologyWeb and CNPG – had its own version of a lead-deployment tool with very limited capabilities. One of the company's main objectives was to design a comprehensive lead management system to effectively generate leads and distribute them to vendors.

Challenge

The existing lead deployment tool didn't allow vendors to customize the Excel (or XML) -based lead reports or their lead distribution schedule, which resulted in a delay in end-user contact. In addition, only one of the verticals, Biocompare, could distribute leads on a country-specific basis. This functionality has since been added to the remaining four verticals.

Solution

With the new Lead Deployment system designed by Calcey, Compare Networks is now able to:

- View leads in a customizable and user-friendly way
- Automatically validate leads against excluded users, invalid phone numbers and email addresses
- Create country, region and state-specific lead reports for each vendor
- Choose between XML, Excel, pdf, and text, for the lead report format
- Define templates with static, custom, database, computed columns
- Effectively view, scrub, redeploy, and delete leads generated from each vertical
- Generate companywide internal reports for lead management, administration and invoicing
- Extend this system at a future time to track the conversion of leads into actual sales.





About Calcey Technologies

Calcey Technologies is a privately held professional services firm, based in San Mateo, CA, with its offshore development center in Colombo, Sri Lanka. Calcey specializes in providing cost effective and results-driven solutions to achieve an unparalleled ROI for its customers. Calcey focuses on delivering offshore outsourced Software Development, Knowledge & Scientific Research, Information Services, and Creative Design for enterprises around the world.

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How Calcey Added Value

Calcey's efforts have enabled CompareNetworks to realize one of its major objectives: to effectively and efficiently manage leads and lead generation.

Calcey's dedicated development team accomplished this objective, first and foremost, through our commitment to **effective communication**, both with the client and between our US-based and Virtual Extended team of Sri Lanka.

Our **use of agile methodology**, too, allowed us to best understand client requirements, so that we could incorporate a maximum number of change requests in a way that didn't affect deadlines or quality. This enabled us to design a solution while keeping in place provisions for future changes.

When all of this was coupled with our commitment to **quality** - in every aspect of our design, code, and documents - and an effective use of the latest technology, CompareNetworks saw the value in partnering with Calcey.

With Calcey you can count on:

- **Flexibility** of development and choice of development methodologies.
- **Stability** of the team and ability to train and utilize team members long-term as an extended branch of your company.
- **Value:** We provide you with a means to control your budget and pay only for top talent that is mutually selected. In the case of CompareNetworks, the total cost was reduced by 60% due to the extended virtual team from Colombo, Sri Lanka, where 20/80 co-sourcing method was used.
- **Commitment:** When working with the Calcey team long term, you will save not only on the immediate difference in hourly wages from country to country. By working with Calcey as your permanent offshore team, you will see the long-term benefits of having a co-sourced team with in-depth knowledge of your projects, your specialization, and your company's culture. This enables you to operate your business in a leaner manner-keeping costs down while making your processes more effective and efficient.