
Daysha Consultants have in-depth knowledge of information management and web application development. We have worked with Data Ireland for a number of years to help them manage their IT projects. The implementation of the Business.ie website is one such example of how we can use our project management and technical expertise to help businesses to take advantage of opportunities on the web.

Situation

Summary

Data Ireland wanted to re-launch an existing web application called Business.ie with a new improved user experience and look and feel. This system would make the Business.ie product more attractive to a wider audience and improve revenues for the company. The existing functionality needed to be extended and improved, and then deployed to a secure environment. Daysha provided project management and technical expertise, working with external design agencies and hosting companies to help launch the new site.

Customer Profile

Data Ireland is a wholly owned subsidiary of An Post. They specialize in address data cleansing through a process of normalization, de-duplication and an historic knowledge base of alias address description that have been built up over a decade of experience.

Data Ireland also maintain Ireland's most accurate business listing database with over 90,000 Irish companies and 100,000+ executive contacts and 40,000+ email addresses with details of the company's business sector, employee size, type, products, services etc.

Solution Overview

Customer Profile

- Name: Data Ireland
- Location: Dublin, Ireland

Objectives

To manage the Business.ie website project from inception to launch.

Daysha Services Used

- Project Management
- Software Development
- QA
- Service Integration

Benefits

- Better access to Data Ireland information.
- Increased sales.
- Robust, scalable application.

Problem

Context

Data Irelands business listing database was available via the web. The business recognized that business.ie was a key product / service and there was a need to improve the look and feel of the site and to make it more accessible to a wider market by building a full ecommerce site.

Objectives

1. Perform customer analysis and requirements gathering to develop project scope and design options.
2. Project Manage the implementation with Data Ireland and external vendors.

Solution

Daysha engaged with Data Ireland at a very early stage and were heavily involved in defining the different types of customers that may use the site and the type of offerings that should be made available. These initial workshops generated a new type of online customer and from that sparked new price models.

The initial scope of the project provided a good platform to build from. The project scoping process remained quite organic throughout the project and this demanded strong change control to help manage Data Irelands expectations and to manage the scheduling of resources with the Daysha development team.

The final solution, which was nominated for Best eCommerce /Services Website, was an externally hosted ecommerce site that allowed Data Ireland to engage with their full customer base in a professional environment.

Evaluation

Results and Benefits

Data Ireland has a website that now appeals to a wider audience and customers can now buy on demand allowing Data Ireland to sell to a wider market without the need for increasing the sales team and ultimately grow sales overall.

For More Information

For more information about Daysha Consulting services, contact us through info@dayshaconsulting.com. To access information using the World Wide Web, go to: <http://www.dayshaconsulting.com>

“Data Ireland needed to completely change the look and feel of business.ie and we knew we had to make the step into the world of ecommerce.

Daysha brought us through, what was, a difficult change program and a complex development cycle that allowed us to successfully deliver a full ecommerce site that our customers demanded”

Joseph Houlihan, Finance Director - Data Ireland