Providing effective solutions to your consumer data problems

DLG and PDV are consumer marketing data specialists and the UK's largest provider of consumer lifestyle data. They help their clients achieve optimum campaign results from the provision of leads and data with a focus on quality, recency and relevance.

The Challenge

DLG manages a number of survey programs online via systems that are hosted on multiple remote servers that need to be managed and aligned with the business goals of lead generation. The challenge was to outsource the management of these online survey systems and server configurations while at the same time providing DLG with web development skills and resource for new web and mobile friendly projects.

Our Solution

- Review of current set-up which involved systems administration and web development skills matching.

- Creation of a Manila based team to support and administer current and online survey systems and servers.

- Provision for flexibility in terms of adhoc development work by highly specialised developers.

The Result

- Successful configuration, maintenance and development support for 6 Live ColdFusion Servers, 8 Live CF Web Applications and 2 Databases supporting all CF based surveys.

- Successful configuration, maintenance and development support for 13 Live .Net Web Applications and 3 Live SQL Databases on 4 Windows Servers.

- Scalable standby resource for any projects involving Microsoft .Net and Cold Fusion development work.