

Intetics Helps Leading Data Service Provider Collect 100,000+ Addresses in Canada

Geo Data Collection & Data Processing Case Study

About the Client

The Client is one of the leading location-based data solution providers. To improve the accuracy of their software platform, the company needed to find highly elusive addresses and fill gaps in their location databases. The new information was to be integrated with the Client's existing software services platform to help expand their business processes.



Challenge

The Client needed to increase their database of verified, valid geographic locations and their addresses in Canada by over 80% in 8 months. They searched for a reliable partner with experience in collecting different types of data such as addressable objects, high precision coordinates, points of interests, and potential for flood and other hazards for all locations in Canada where addressable objects were a priority. The Client needed to get at least 100,000 addresses, but their team was severely hindered by slow access to data, because of manual access requirements on most websites. The project was complicated by the fact that the address search had to be done in two languages simultaneously, due to the bilingualism of the country, and as a result took a much longer time to complete. Facing severe data access problems and slow project completion times, the Client chose Intetics as their data collection partner to get fast and accurate project results.



Solution

Intetics has three years of experience with geographical data, including work with geographical information systems and collection and verification of POI information for map databases. To complete the Client's project, Intetics created a specialized Offshore Dedicated Team (ODT), a team of experts dedicated to the Client's project. Taking into account the time limits of data collection and relying on their past

knowledge, experience and expertise, the members of the Intetics ODT used the following data collection techniques and tools to achieve an 80%+ increase in the verified addresses database:

- ▶ External web search tool like Google “Advanced search”.
- ▶ Google search operators such as (site:), (intext:), (filetype:), (OR), (-), (“).
- ▶ The most popular keywords unique for every province of Canada.
- ▶ Search using different browsers (Internet Explorer, Firefox, Chrome) in order to avoid incorrect interpretation of interactive data.
- ▶ Development of a specialized application for faster processing of collected data. This tool allowed the Intetics team to make quicker searches, changes and insertions of data into the map database, which allowed faster data processing and project completion.



Results

Intetics collected spatial and non-spatial data in digital, pdf and web formats; the team searched for any format that contained relevant data. As a result, the Intetics team gathered more data sources in 8 months (over 34,000 maps) than the Client had done in 14 years. The successful cooperation with Intetics led to significant gains for the Client with an over 80% increase of addresses in their Canadian information database that was then used in their software products. This has been the department’s main goal for over a year of work and the Intetics team is recognized as a major contributor to this data collection achievement.