

CASE STUDY



# Infinity Direct Leverages BettrData For Its Identity & Keying

**Active Markets:**

Finance Governments  
HealthCare Non-Profits

*“Starting with BettrData was our first step to becoming a first-class data company.”*

–Derick L., VP, Client Strategy, Infinity Direct

**BENEFITS**

**330% Increase  
in Growth Rate**

**Maintain Strict  
SOC 2 Type II  
Compliance**

**Reduced 3-Day  
Client Delivery  
Times to 1 Hour**

**Improve  
Efficiency and  
Monitoring**

**CHALLENGES****CHALLENGE 1****Unpredictable Data**

Clients providing different file types or the same file type with varying layouts are a huge manual task for employees volumes and complexity increased.

**CHALLENGE 2****Employee Resources**

Struggle to manage customer data bottlenecks with their current employee resources

**GOALS****GOAL 1**

**Automate data ingestion from multiple sources**

**GOAL 2**

**Improve Data Quality & Maintain Regulatory Compliance**

**GOAL 3**

**Save the Time of 2 Dedicated Employees**

**SOLUTIONS****SOLUTION 1****Automation Capabilities**

BettrData completely removed their data bottlenecks so they could scale data processing without increasing headcount.

**SOLUTION 2****User-Friendly Interface**

Even team members without extensive data analysis experience uses the tool effectively.

**SOLUTION 3****Flexibility & Scalability**

BettrData handles large data from multiple sources, address standardization, and other enhancements tailored to their specific needs.

**SOLUTION 4****Security & Compliance**

BettrData's encryption features and commitment to data privacy aligns with Infinity Direct and their clients' security requirements.