BettrData

The Business of BettrData

Case Studies in Scaled Impact and ROI.

BettrData for NAVISTONE

NaviStone Uses BettrData As Their Problem-free Data Ingestion Platform

"Regardless of your company, data is dirty, data is inconsistent. When you need to take data from multiple customers and multiple sources, that's when all the problems start. Since we found BettrData, it's a problem we just don't need to think about."

–Scott Setera, *Vice President of Operations, NaviStone*

GOALS

- Process high volumes of unpredictable data
- Seamless integration with current tools
- Flexibility and scalability to enable future growth

CHALLENGES

Growing Pains

After experiencing double-digit growth year over year, their data intake is outgrowing their available resources.

Current Solution Limitations

Their current data management tool and processes are not easily scalable and reaching its breaking point.

SOLUTIONS

Automation Capabilities

BettrData allows NaviStone to scale its data processing without increasing headcount.

User-Friendly Interface

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

Flexibility & Scalability

BettrData handles large data from multiple sources, addressing NaviStone's specific needs.

Security & Compliance

BettrData's encryption features and commitment to data privacy aligns with NaviStone's security requirements.

BENEFITS

Scale

Operations with Ease

Fully Automated

Data Workflows

Reduced

3-Day Client Delivery Times to 1 Hour

50% Increase

In Annual Revenue Year over Year

BettrData for INFINITY DIRECT

Infinity Direct Leverages BettrData For Its Identity & Keying

"Starting with BettrData was our first step to becoming a first-class data company."

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

GOALS

- Automate data ingestion from multiple sources
- Improve Data Quality & Maintain Regulatory Compliance
- Save the Time of 2 Dedicated Employees

CHALLENGES

Unpredictable Data

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

Employee Resources

Struggle to manage customer data bottlenecks with their current employee resources

SOLUTIONS

Automation Capabilities

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

User-Friendly Interface

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

Flexibility & Scalability

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

Security & Compliance

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

BENEFITS

330% Increase

In Growth Rate

Maintain

Increase in Growth RateStrict SOC 2 Type II Compliance

Reduced

3-Day Client Delivery Times to 1 Hour

Improve

Efficiency and Monitoring

BettrData for CROSS COUNTRY COMPUTER

BettrData Chosen For Cross Country Computer's Customer Data Platform

"A reasonably-priced solution that can accommodate such a wide range of disparate and often quirky requirements is truly rare. It is with great enthusiasm that we recommend BettrData to any business that has large-scale data conversion requirements."

***–Dave L.**, EVP & CSO, Cross Country Computer*

GOALS

- Automate process and quality control
- Reduce human intervention
- Decrease turnaround time

CHALLENGES

Limited Resources to Handle Growth

As CCC continues to grow year over year, they face increases in employee costs and look to automate process to handle workloads.

Data Errors and Bottlenecks

Manual process have created more human error than desired. The more work they take on, the higher amounnt of errors.

SOLUTIONS

Automation Capabilities

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

User-Friendly Interface

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

Flexibility & Scalability

BettrData handles large data from multiple sources, giving 20 person teams time back to work on other revenue generating projects.

Security & Compliance

BettrData's encryption features and commitment to data privacy aligns with Cross Country Computers and their clients' security requirements.

BENEFITS

Reduced

20-Minute Client Delivery Times to 5 Minutes

Removed

Need to Hire Additional Employees

Fully Automated

Data Workflows

50% Increase

In Growth After BettrData

BettrData for MOORE

Scaling Enterprise Workflows: How Moore Uses BettrData to Automate and Deliver

"We're building workflows that don't require engineers to maintain. Instead of needing someone who can write Python or SQL, we now look for people who can map source to target. That's the real shift."

***–Jamie Cullinane**, Director of Data Integration, Moore*

CHALLENGES

Scaling With Manual Systems

The Moore team used a legacy platform for years, but growing scale and shifting needs required a more centralized, automated approach. Each client's data was managed through thousands of custom workflows built for individual requirements.

Operational pressures included:

- Thousands of client-specific workflows
- A perpetually active data queue requiring constant throughput
- Hiring challenges due to technical complexity
- Manual processes that paused overnight and on weekends

SOLUTION

Centralizing and Scaling With BettrData

- Moore fast-tracked BettrData for SimioCloud, a platform with data on every American and billions of donation transactions
- AI processes this data to create targeted marketing solutions
- Implementation took 6-8 months to upload 3,000+ workflows into the BettrData platform
- Each legacy process was audited and rebuilt into a centralized, scalable structure.

RESULTS

Eliminated Backlog

- The backlog was fully cleared within months
- Files now process automatically

Operational Transformation

- Standardized logic across all workflows globally
- Jobs run without crashes or manual intervention
- 24/7 automation
- Legacy errors were exposed and eliminated

Hiring Efficiency and Throughput

- File processing throughput per person doubled
- Hiring bottlenecks for technical talent eased

BettrData for Net60
List Brokerage • List Management

How Net60 Inc Scaled Rapidly with BettrData's Automated Data Platform

"This platform lets you take risks. We see BettrData as something greater than a traditional computer house, offering the speed, automation, and innovation that help us grow. That's the kind of partner we need."

***–Chaim Lazar**, President, Net60 Inc.*

CHALLENGES

- **Operational inefficiencies:** Manual processes and third-party vendor dependencies created bottlenecks that prevented the company from meeting client demands for faster turnaround times.
- **Technology limitations:** Legacy systems lacked integrated APIs, real-time data access, and demographic layering capabilities that clients increasingly expected.
- **Scalability constraints:** Inflexible platforms and reliance on external computer houses made it difficult to scale operations and customize data views as client needs evolved.

SOLUTION

- **Centralized automation:** Replaced fragmented, vendor-dependent workflows with a fully automated data operations platform that processes tasks in hours instead of 24-48 hours.
- **In-house processing capabilities:** Enabled Net60 to run counts, exports, and process millions of records overnight without relying on external vendors.
- **Real-time data operations:** Introduced automated file processing, real-time data hygiene, and segmentation capabilities that improved accuracy and campaign readiness speed.
- **Cost-efficient pricing model:** Shifted from pay-per-service vendor fees to a flat-rate model, allowing unlimited data processing and testing without incremental costs.

RESULTS

Productivity Boost

- Teams recovered hours of manual work to focus on growth and strategy

Cost Reduction

- Cut processing time by 80% and eliminated per-order fees with flat-rate pricing

Scale Improvement

- Process millions of records overnight without additional infrastructure costs

Business Agility

- Faster turnarounds and less resource strain