

# Modernizing Import, Classification and Reporting Platforms



## Client Overview

- The Argus Insights is a consumer innovation analytics platform designed to improve the product innovation cycle.
- Argus Insights is a Bloomberg Terminal delivering IDEO insights to help you innovate like Apple.
- Provides custom market analysis through its SaaS platform.

## Objective

- Need newer class development engineers in a cost effective model
- Engineering team that can collaborate with the US team in regular basis almost every hour
- Decrease completion time from their import & classification processes.
- Upgrade their processes administrator tool.
- Build a reporting tool using modern frameworks.

## Solution

- Individual optimization of the classification algorithms.
- Refactor of the import algorithms to use native DB commands.
- Inclusion of delayed jobs and applied HPC techniques that will allow the processes be scheduled and to run in parallel.
- Included Bootstrap and jQuery to provide an appealing UI that handles the processes scheduling.
- Built the architecture for the reporting tool using RESTful rails services and Ember as modern frameworks.
- Technologies & Framework Used: Ruby on Rails, Ember, Bootstrap, jQuery, PostgreSQL.

## Benefits

- Our partnership helped Argus Insights to focus more on core platform development tasks
- Import's speed boosted 10x, while classification reached 15x with both optimization and parallel enhancements.
- New scheduling UI architecture marked the foundations for modernization of their entire administration tool set.
- The Ember application, currently supporting admin reports buildups, was planned to be extended to support their clients' customized portals and provide a better user experience.