# B2B Data Intelligence and Solutions Company Leverages Netsmartz for Effective Product Data Matching

Learn how **Netsmartz helped the client with product data matching to ensure they make better pricing decisions and catch up** with the changing competitor prices.

## About the Client

Our client is an Australia-based pricing analytics company who are quite popular in the industry. They have a retail data and analytics platform for getting a better view of product pricing across the market and optimizing prices for enhanced profitability.



## The Need

The client came to us looking for reliable partners to help them with their growing data-matching needs. They wanted us to work alongside their existing team and utilize our expertise in data analytics to process more than 200,000 products and match their prices.

- Evaluate products and match them manually based on prices

- Segregate products based on duplicity, package size, categories, etc.

- Train data analysts on every product

# Our Solution

Since the client came to us with a request to expand their team of data analysts, we started by building a dedicated team for the client. This team was comprehensively trained in all product data and delivered around 95% output data quality daily.

## → Remote Team Composition

Keeping the client's requirements in mind, we built a team of 60 data analysts and 1 senior project manager. To promote agile workflow, we divided this team into three groups of 20 analysts each with 1 team leader looking after their team's work.





## → Individual SOPs

To ensure we meet the client's deadline, we created SOPs for better operational efficiency. These SOPs included a stepwise procedure of the Base Product creation in the client software, quality check techniques, and daily checking of product data matching outputs.

## → Training for Data Analysts

Data analysts that the client onboarded from us to work with their product matching team were given training on product data. This helped them understand each product, which helped them speed up the product data-matching process.
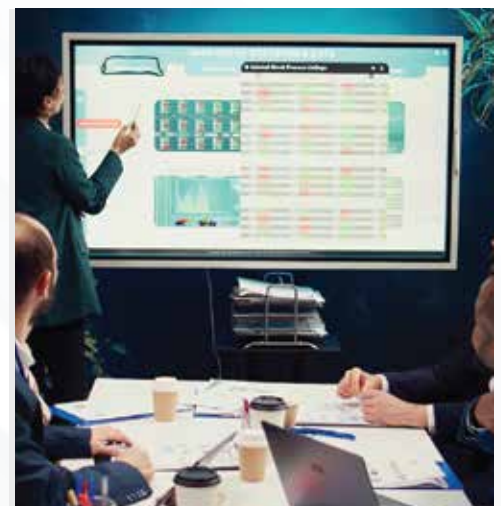
# Real Outcomes Achieved

### Precise data management

### Better efficiency

### Faster product data matching

# Why Netsmartz

- 25+ years of experience in empowering SaaS businesses
- 40+ tools and advanced tech stack across 100+ skill sets
- 24x7 dedicated support by AI-certified engineers
- Cloud-first approach for easy adaptability and scalability
- Home-grown SaaS success stories across the globe

# About Netsmartz

Netsmartz is a leading growth and digital transformation partner for global enterprises and SaaS businesses. The USA-based software company was established in 1999 and continues to empower organizations with a dedicated team of over 1500 professionals, strategically located across 10 global offices, serving a diverse portfolio of over 2000 customers. From augmenting teams with dedicated tech and non-tech resources to integrating AI seamlessly across operations and ensuring robust cybersecurity, businesses rely on Netsmartz as their ultimate partner for accelerating growth, increasing ROI, and achieving unparalleled scalability.

| 25 | 1500+ | 2000+ | 10+ |
|---|---|---|---|
| **Years of Excellence** | **Team Members** | **Projects Completed** | **Global Locations** |



**NORTH AMERICA**
Rochester, NY, Vancouver, Mississauga

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Oslo

**ASIA**
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### Let's connect!

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