



# Success Stories

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# Virtual Drive: Document Manager

*Search, process and analysis of high-volume data in real time with the Mototech Group Big Data platform.*

## The Requirement

- Searches the content of client's documents.
- Improvement of user experience, reducing the time spent searching their scans.
- High availability of the solution.

## Why Virtual Drive?

- Virtual Drive was implemented in order to offer a high added value service to clients.

## Achieved Results

- Virtual Drive centralizes, contains and offers indexation and search services to each application of its clients.
- The clients execute searches on metadata and/or the content of scanned documents.
- The clients define their own types of documents, metadata and filters.



## The Business

Publicar is a division of Carvajal that publishes and distributes telephone directories free of charge in Colombia. Publicar also owns and operates PaginasAmarillas.com, the largest commercial search portal in Latin America. They deliver the City Guide, an extremely popular local guide for each city so you can be informed about the most representative activities and sites of your city.

## The Problem

Being a traditional yellow page publisher, the advertising and usage has declined substantially over the last 20 years creating unique business challenges. They needed to find new sources of revenues while utilizing all the data they had accumulated over decades.

## The Solution

Based on Mototech Group's Big Data platform, a new platform called Virtual Drive acts as a container of the implemented applications and provider of the necessary services for this specific requirement of each of the journals. In all cases, data was indexed and integrated with the tool used by the editors to create their publications to immediately index the new articles and always have an updated index.

## Benefits

Publicar was able to use Mototech's solution to migrate most of their business to the web, providing an efficient service, continuing advertising revenues and the subsequent attraction of new customers. Having a competitive advantage of providing quantity, quality and the speed of important and timely information to their users.