

Proc case delivered yellowpages.ca and other internet applications for the largest directory publisher in Canada

Yellow Pages Group

Client since January 2002
Location: Toronto, Ontario, Canada
Industry: Media/Publishing



Client Overview

Yellow Pages Group (YPG) is Canada's largest directory publisher and has been an industry leader since it published its first directory in 1908. The Company is the official publisher of directories for Bell Canada, Telus and other leading telephone company directories throughout Canada.

YPG also delivers the most complete online business listings in Canada – yellowpages.ca.

Client Objectives

Yellowpages.ca was running on externally provided software with ongoing licensing and maintenance costs. YPG was looking to reduce costs and to construct a platform capable of introducing new functionality quickly, easily, and cost effectively as the market place changed.

Proc case Contribution

In 2002, based on years of joint development and the proven success of deploying enterprise web applications, Proc case was selected to help develop a custom solution which would provide flexibility and improved performance. Proc case team worked closely with business experts at BGMI and SLI to develop www.yellowpages.ca, www.pagesjaunes.ca, and approximately 30 other white label sites utilizing the same web page delivery platform. The sites were built in 4 months on a very tight budget. The performance was excellent, the platform was robust, and the architecture was flexible. The client now owned a site with significantly reduced operating costs and the flexibility to add new functionality as the market dictated.

During the next 3 years, Proc case developed numerous enhancements to the platform, helping YPG gain unprecedented revenue growth from their Internet business. These new features included Address, Phone and Proximity searches, Category Browser, Maps, Driving Directions, wireless delivery of Yellow Pages data to Bell Mobility customers, interface with Google, and more. Proc case also designed and built the interface between the Yellowpages platform and a family of City Site web sites including www.montrealplus.com, www.english.montrealplus.com, www.quebecplus.com, www.torontoplus.com. This interface allowed City Sites users to perform searches of Yellow Pages data, which is residing on another platform.

In 2005 YPG acquired superpages.ca, the publisher of the telephone directories data on the West coast, and was facing a challenge of data and contents integration between the two sites. Triggered by this integration, and facing the competition on the market, YPG decided to move their new integrated web site to a new platform, which allowed users to perform keyword-based searches on the data contents. Based on our knowledge of technology and the Yellow Paged business, Proc case played an important role in this integration. As part of a new platform team, Proc case is currently providing all the services related to loading of business listing data for both sites, as well as for the City Sites, Home and Garden www.styleathome.com, Decormag <http://www.decormag.com>, and the other white labels.

Technology

Oracle database on Linux; Apache Web Listener on Linux; Tomcat Java servlet engine on Linux; Java (with some C++) search engine on Sun Solaris

Results

Yellow Pages viewed technology as a core strategic asset. Procise rose to the challenge and delivered applications that helped create competitive advantages for Yellow Pages. Procise provides ongoing value to its clients through exceptional results and efficient execution. For more than 4 years, YPG's yellowpages.ca site has been running with better performance, lower costs, and improved flexibility to meet tomorrow's market challenges.