CASE STUDY

**Driving Data
and Development Efficiency**

softserve

Learn how SoftServe helped PDS transfer data seamlessly across applications

Project Objectives

*P*rovenance Data Systems (PDS) offers Pinpoint Feedback, the second solution within a suite of tools designed for companies to obtain real-time feedback from customers. Pinpoint Feedback is not an "app," but rather, a software solution that harnesses communication methods people use to allow companies to engage in the burgeoning field of conversational commerce.

*P*DS wanted to establish a relationship between their applications with a common data platform. This relationship would break data silos and provide the ability to use that data across various applications. PDS required a technology stack to accommodate the integration of applications and platforms and help them accomplish their business strategy.
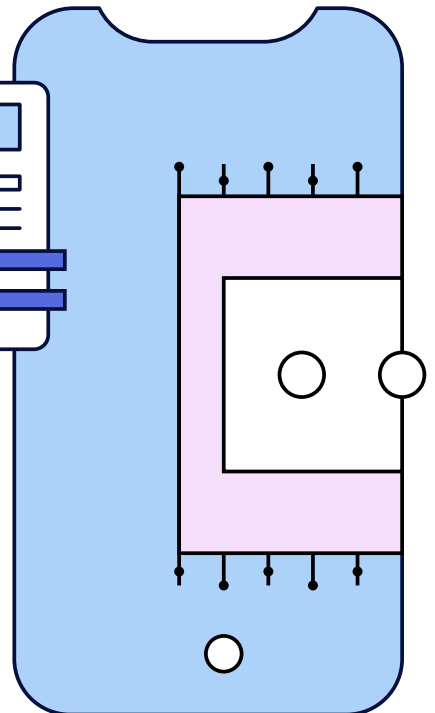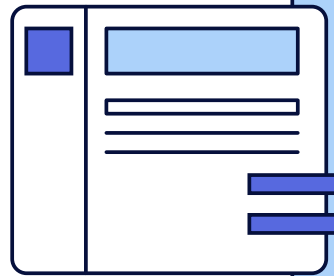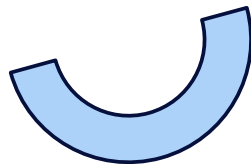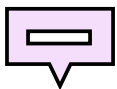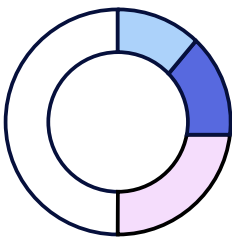
Challenges

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Lack of customer feedback	Inability to implement cutting-edge software, either open-source or SaaS-based	Data access was needed for the software to run efficiently

Solutions

PDS needed an application programming interface (API)-driven solution that did not require intensive engineering to scale and add new applications. They required a broader pool of resources on an as-needed basis to support a technology stack that aligned with their ongoing business strategy. Specifically, before integration.

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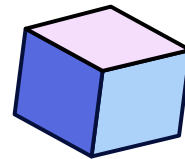
SOFTSERVE TOOK ON AN OWNERSHIP MENTALITY OF OUR BUSINESS. NOT MANY COMPANIES IN THIS DAY AND AGE ARE WILLING TO DO THAT.

Ronald Creatore, *Founder, PDS*
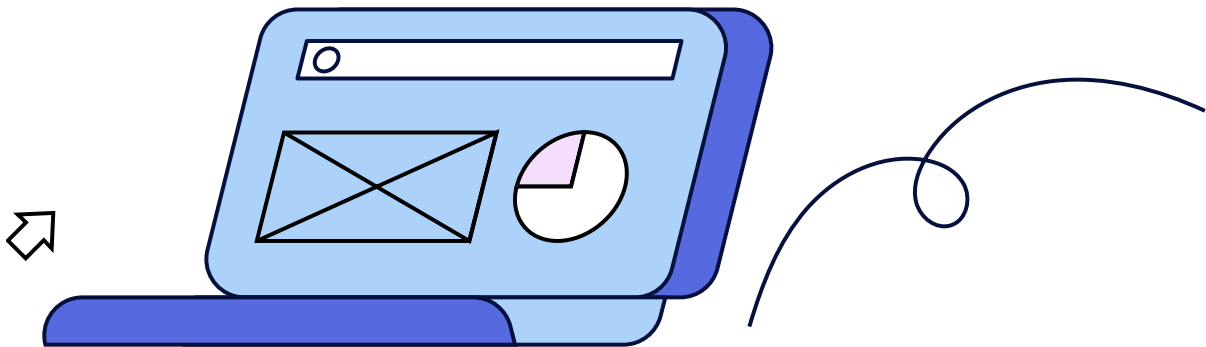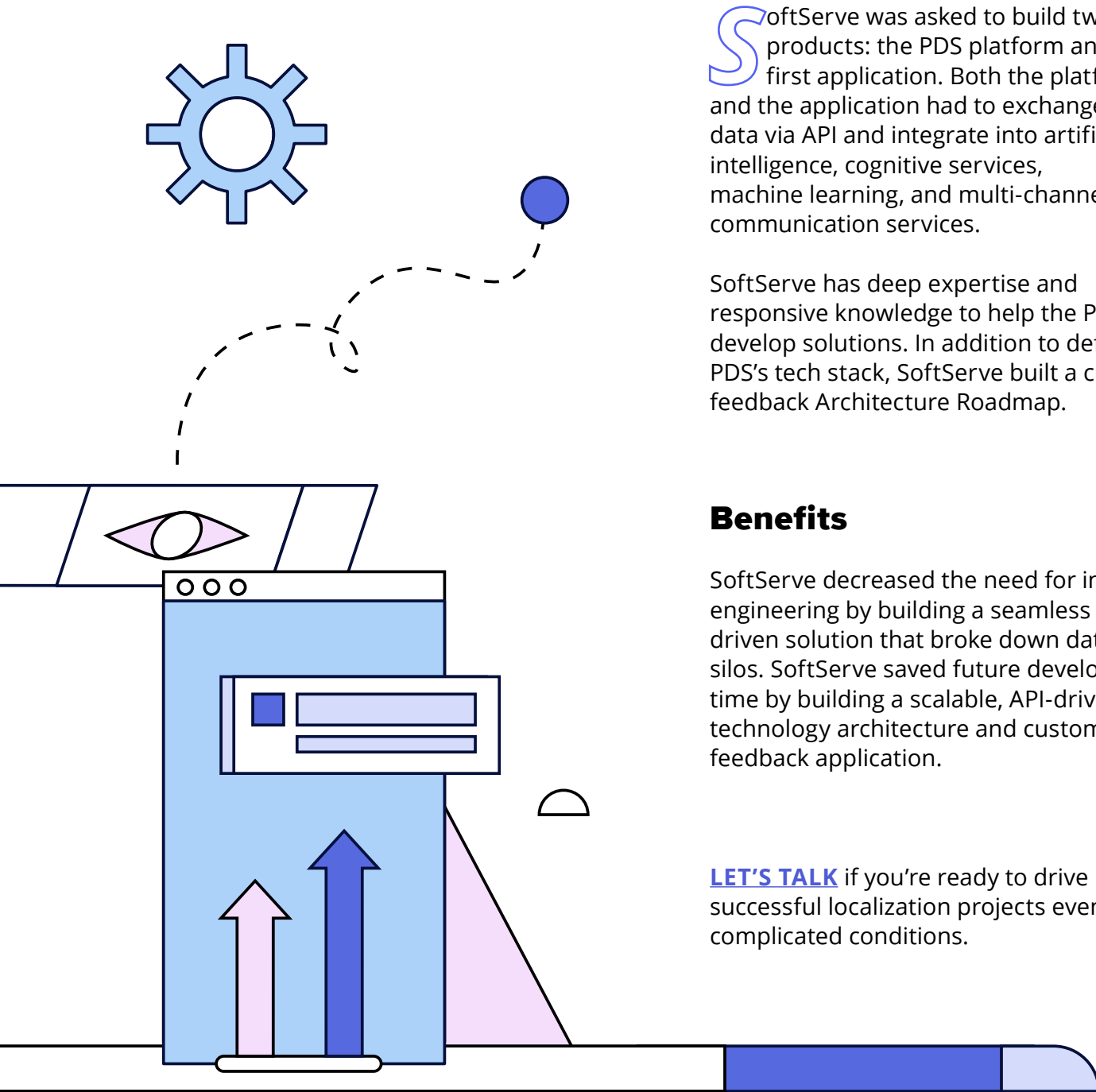
*S*oftServe was asked to build two products: the PDS platform and its first application. Both the platform and the application had to exchange data via API and integrate into artificial intelligence, cognitive services, machine learning, and multi-channel communication services.

SoftServe has deep expertise and responsive knowledge to help the PDS team develop solutions. In addition to defining PDS's tech stack, SoftServe built a customer feedback Architecture Roadmap.

Benefits

SoftServe decreased the need for intensive engineering by building a seamless API-driven solution that broke down data silos. SoftServe saved future development time by building a scalable, API-driven technology architecture and customer feedback application.

LET'S TALK if you're ready to drive successful localization projects even under complicated conditions.

ABOUT SOFTSERVE

We are a digital authority made up of advisors, engineers, and designers who deliver innovation, quality, and speed to elevate and accelerate our clients' digital journeys.

Our approach is built on a foundation of empathetic, human-focused experience design that ensures value and continuity from concept to release.

WE IDENTIFY WHERE YOU ARE.

WE PREPARE YOU FOR THE ROAD AHEAD.

WE TAKE YOU WHERE YOU NEED TO GO.

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