# OKS Group

## Customized Information Solutions for Data Aggregation, Analysis, and Content Transformation

# Your Challenges

C-level decision makers understand that high quality data is a competitive asset. Yet collecting, manipulating, classifying and transforming data has never been more challenging. Data sources continue to proliferate at exponential rates, and gathering structured and dynamic inputs requires sophisticated technology as well as resources who understand how to manage Big Data, Open Architecture and the Cloud – to your advantage.

Ensuring that your data is of the highest quality means delivering accurate, current, consistent, and easy to access information products to support strategy, marketing, sales, new product development and business operations.

Managing your data mining, aggregation, analysis and custom content transformation calls for flexible solutions supported by experienced people and smart processes.

# Our Solutions

As part of OKS Group, founded in 1985 and headquartered in Philadelphia, PA, OKS Information helps you meet your data challenges and capitalize on the value of your data opportunities. Our consultative approach relies on technology-enabled process re-engineering, highly skilled resources, and an unwavering commitment to client service.

With 1500 associates serving customers on four continents, OKS Information is uniquely positioned to manage your diverse data collection and content transformation requirements, especially when dealing with high volume, cyclical or seasonal, complex sources. Our customized solutions have included processing more than three million business financial returns a year, creating an extensive database of US imports / exports from international bills of lading, and extracting millions of disparate elements of advertising data to construct highly targeted marketing information products.

OKS Group's teams of technologists, domain experts, project managers, process engineers, and call center staff can identify opportunities for new and extended digital applications, enrich data making your information products more competitive, analyze market and customer data to deliver the best leads – and more.

# Use Our Services to Your Advantage

OKS Information offers a range of services managing the intersection of business and technology, including: database and product development, information processing, information enhancement & analytics, contact center solutions, information security, business intelligence, research and discovery – customized to your needs.

## Transformation of Data Into Business Information Products

Working with archived, existing, and new data sources to monetize and provide competitive edge; normalizing, standardizing, aggregating data from disparate sources; monitoring websites, public domain sources, social media platforms; identifying opportunities for new and enhanced information products and publications

## Information Enhancement and Analytics

Helping clients build content from disparate information silos that include structured and unstructured sources; working with you to identify key data items and opportunities to gather deeper data; weaving the whole together to enhance an existing information product or service, or create a new one

## Research and Discovery

Conducting the research you need to facilitate discovery of new data opportunities and digital products; reengineering processes to create efficiencies; identifying and implementing methodologies for challenging, hybrid data collection activities; recommending and implementing automated and human workflows to ensure quality, cost-effective solutions

# Summary of Services

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| ➢ **Database & Product Development** | Normalizing, standardizing, and aggregating data mined from disparate sources; identifying data opportunities; creating databases and information products that are customized to your needs and those of your clients. |
| ➢ **Information Processing** | Customized solutions for managing data collection and content transformation requirements, especially when you are dealing with high volume, cyclical, complex and regulatory sources and forms. |
| ➢ **Information Enhancement & Analytics** | Delivering deeper data from both structured and unstructured sources, through a rigorous process of inspection, normalization, transformation, and modeling in support of each client objective. |
| ➢ **Contact Center Solutions** | Supporting high volume data gathering needs through our highly skilled contact center staff; making over one million calls annually for our directory and database publishing clients. |
| ➢ **Information Security** | Ensuring you confidentiality of financial and other sensitive information, compliance with privacy and data protection laws, procedural and auditable security systems; credentialed and ISO-certified. |
| ➢ **Business Intelligence** | Helping you cherry-pick relevant data from a massive moving target, and transforming it into actionable value-add information products. |
| ➢ **Research & Discovery** | Conducting the research you need, facilitating discovery of new data opportunities, and reengineering processes to create efficiencies that save you time and money. |

# Security

OKS Group is committed to ensuring confidentiality and security of all client information, relying on strict protocols with multiple layers of security, with detailed procedures available for client review including confidentiality, document security, and avoidance of conflict of interest.

OKS Group is an ISO/ICE 27001:2013 and 9001:2008 certified company.

# The OKS Information Advantage

➢ Customized solutions for your data mining, aggregation, content creation and transformation needs

➢ Expert teams comprised of experienced project managers, technologists, BPO consultants

➢ Proactive, process-oriented, consultative approach

➢ Workflow redesign for maximum efficiency and reduced cost

➢ Flexible solutions to integrate with in-house and third party systems

➢ Reduced risk, fast turnaround; ensuring compliance and security

➢ OKS Group's cross-industry experience, serving clients since 1985 with 1500 associates, providing legal, publishing, information, brand protection, healthcare, BPO and financial solutions

➢ Our values: Each and every OKS Group employee is committed to your success

Since 1985, providing global BPO and LPO solutions to some of the world's largest and most demanding organizations.

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