



# Mimoji

#PIM #pimcore #pimintegration #openai #ai

## A London-Based Company Implements Pimcore and Open AI to Transform Business-Customer Connections

### The Client

Mimoji is a London-based business directory platform. Unlike other directories, it generates listings in advance without subscription requirements. It runs the most open platform for listing and locating businesses, properties, cars, restaurants, etc. Additionally, its pre-generated listings enable immediate exposure, attracting customers right from the start and emphasizing the commitment to openness and maximizing benefits for businesses. Mimoji offers affordability, AI-powered content creation, enhanced traffic, user recommendations and a user-friendly interface catering to both businesses and customers

### The Challenges

- Need of a robust web system that can handle massive data sets.
- Providing enriched data through AI technologies, enhancing the user experience and making company profiles more informative.
- Fast and reliable search features to display company locations on a map for improved user engagement.
- Seamless integration with third-party systems for fetching company's reviews and supplying data to other tools.
- Requirement of a content management system (CMS) that offers flexibility and efficiency.

- Handling comprehensive data of over 600,000 companies in Great Britain, thereby enabling users to access extensive company details.
- Ensuring swift and accurate data retrieval, enriching the user experience and enabling precise searches within categories and locations.
- Using cutting-edge AI technology, thereby assisting businesses in creating compelling content transparently, highlighting their unique selling points.
- Enabling the clients to effortlessly manage website content, keeping it up-to-date and relevant without complex technical involvement.



## Solution

Mimoji zeroed in on the Pimcore Platform— a leading global open source data and experience platform, to build a groundbreaking solution in the business directory domain. By harnessing Pimcore’s capabilities, Minds Task Technologies delivered a robust and scalable platform to transform business-customer interactions. The solution has improved the way users search for solutions in Great Britain, consolidating Mimoji’s reputation as a pioneer in the field of providing data on thousands of diverse companies.

Key capabilities of Mimoji’s business directory platform include:

- Robust Data Management
- AI-Driven Data Enrichment
- Fast and Reliable Search with ElasticSearch
- Integrated OpenStreetMap with Search
- Consolidated Companies’ Reviews
- API for Content Distribution
- Static Page Generator Tool

## Technology Stack



Know more about our PIM offerings



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