

## CataList

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### **BACKGROUND**

CataList offers progressive organizations low-cost, subscription-based access to a unique, comprehensive database of voting-age Americans. They also offer software tools and in-house expertise helpful for field organizations seeking to use voter data effectively.

### **PROBLEM STATEMENT**

ISI became involved with Catalist at their inception - before they had the necessary funding to build the infrastructure needed for this ambitious effort.

In 2005, CataList, which was then called Data Warehouse LLC, was an idea with a potential for funds and a very aggressive set of goals. Their primary challenge was to build a scalable system able to handle rigorous, election-time demand – a reality that at that time was less than a year away.

### **ISI SOLUTION**

The ISI Technology team worked hand-in-hand with the CataList team to design, prototype, and implement scalable technology solutions. In addition, ISI helped build a technology organization capable of maintaining and supporting this system in the long run.

CataList ran a very successful operation in support of the 2006 Mid-term elections, and is well poised to provide high-value services in 2008 and ahead. ISI continues to support CataList, and enjoys a seat on their Board of Managers.