



Case Study

Building an **Institutional-Grade Data Set** for a Digital Asset Intelligence Leader

The Tie: Digital Assets Intelligence Advisor

The Tie is the leading information services platform for institutional participants in digital assets. The platform delivers real-time market data, proprietary analytics, and workflow tools to hedge funds, asset managers, banks, exchanges, and venture capital firms worldwide.

The Tie is known for breadth and depth of coverage: real-time news across 10,000+ sources, on-chain metrics, derivatives data, and customizable dashboards that consolidate what would otherwise require dozens of open browser tabs into a single institutional-grade interface. Beyond data, The Tie built a corporate access business, connecting institutional participants with digital asset issuers through curated, institutional-only events, establishing itself as a trusted convener at the intersection of traditional finance and digital assets. When the team identified a gap in the market that demanded building a proprietary, in-house data set to ensure accuracy at scale, internal resources alone couldn't keep pace with the market's demand for timely, reliable information - so they turned to Shore for support.

Industry	Company Size	HQ	Shore Services
Digital Asset Data & Analytics	50+	New York, New York	Managed Data Operations & QA Governance



"The professionalism and the processes we were able to establish together with the Shore team made the experience truly exceptional - and the results ultimately reflected that success."

- Heidi Pickett, Chief Business Officer, The Tie

Key Challenges

- 3rd-party data sources required daily corrections, due to missed records, inaccurate figures, & incomplete coverage
- Internal research team was fully deployed with no capacity to take on a multi-year backfill project
- AI-only competitors producing unreliable outputs - misattributing figures, confusing totals with round-specific amounts, & missing deals entirely
- When millions of dollars are at stake, institutional participants demand error-free data; inaccuracies would damage the platform's credibility and derail deals
- Building a data set in-house pulled critical staff away from dev ops & revenue-generating work

Solutions Implemented

Shore Group assembled a dedicated five-person team of domain-knowledgeable professionals - each pre-screened for the unique blend of crypto expertise, English fluency, and startup energy in a fast-paced environment. Rather than placing generalist resources, Shore embedded as an operational partner: building the quality standards, governance infrastructure, and accountability layer that turned raw research into institutional-grade data. The engagement included:

- **Deployed five professionals with verified digital asset knowledge** to research, validate, and structure data from the ground up - not off a spec, but in active collaboration with The Tie's internal team
- **Built multi-source verification protocols** requiring every record to be validated against primary sources, original announcements, and on-chain data - rather than copied from third-party aggregators
- **Established structured data governance** with direct API integration to The Tie's terminal, maintaining a clear audit trail from source to production
- **Implemented monthly KPI reviews** tracking individual and team-level performance, with a proactive escalation process to resolve ambiguous records before they reached clients
- **Served as the human validation layer** as The Tie developed AI-assisted monitoring tools - ensuring automation accelerates identification without compromising the accuracy institutional clients require

The Result

15,000+

Records human-validated

1 Year

Full data backfill completed

4+ Years

of partnership & growing



Best in Class Data Quality:

Client delivered the highest-quality data set of its kind in the market - a flagship asset cited by leadership in client acquisition pitches that AI-only competitors cannot replicate



Speed to Market:

A project that would have taken multiple years internally was delivered in 12 months, enabling client to focus on platform development & client growth



Human-in-the-Loop:

Shore's human validation model catches what AI misses - misattributed figures, missing deals, & degraded source quality



Scalable Partnership:

The partnership is expanding beyond database collection to data operations, finance support, & CRM because the foundation was built right

"Shore implemented more metrics than I would have initially considered, and it made a big difference in tracking individual and team progress. When issues did arise, we were able to resolve them quickly through our monthly check-ins." - Heidi Pickett, Chief Business Officer

Ready to explore what Shore can do for your operations? shoregrp.com