

## Case Study

Custom software

### Strategic & Trend Analysis Center – Trendmaker

#### Client

The client is a 40,000 strong international consulting company with offices in North America, Europe and locations all over the world. The company consults Fortune 500 businesses which are some of the largest companies in the United States and internationally.

#### Challenge

To streamline the contribution and consumption of strategic insight data presentations to consultants firm-wide, particularly to provide a quicker and easier way to keep content current and identify the content which is most “active” or relevant at a particular time – i.e. what is trending while also recommending which additional related content would be relevant. In order to accomplish this an entire end-to-end process needed to be revisited and redefined so that an optimized workflow could be established to get content to “market”, consumers needed an efficient and effective way to discover, consume and share their discoveries. Additionally, as the content was to not be readily available generically to all users, classes of users needed to be established to target content and define access to content from within the corporate firewall and externally.

Goal: Provide a robust solution for corporate users that is poised to be exposed outside the corporate firewall to clients for future revenue generating opportunities with seamless accessibility from all device types.

#### Services Rendered

**Insights:** Analysis & validation | Execution options

#### Visual Design Services

UI design | Wire-framing | Information architecture

#### Development

Database design/architecture | Legacy migration | Server & client-tier programming | Third party integration

**7x reduction in  
information  
delivery time**

#### CATALYSTS

##### IDEA DEVELOPMENT

Proposed 3 alternatives by working with business-side stakeholders to determine existing inefficiencies by leveraging more modern and effective technologies.

##### SOLUTION ENGINEERING

Based on established pass/fail criteria the team created an economical Minimum Viable Product to test the new process on non-project team members in order to determine if value creation could be realized.

##### CUSTOM DEVELOPMENT

Using agile methods the team iterated, formalized and integrated the solution into the firms IT infrastructure for production use.

**Deployment:** Integrated solution into internal technology infrastructure

**Program Management:** Programming services | Project management

## Solution

An internal web and mobile compatible application with protocols which allows for external consumption which could be easily managed from a content contribution, management and consumption perspective across internal departments and end clients.

The solution features a modern interface, easy in locating content, the ability to share discoveries with colleagues, personally store information, view content by popularity and download source files.

Additionally, the web-based administrative interface allows support personnel to proactively contribute, manage and relate content, monitoring of report popularity based on usage, building of reports with exports to MS Excel and a full featured content management to manage users and data input.

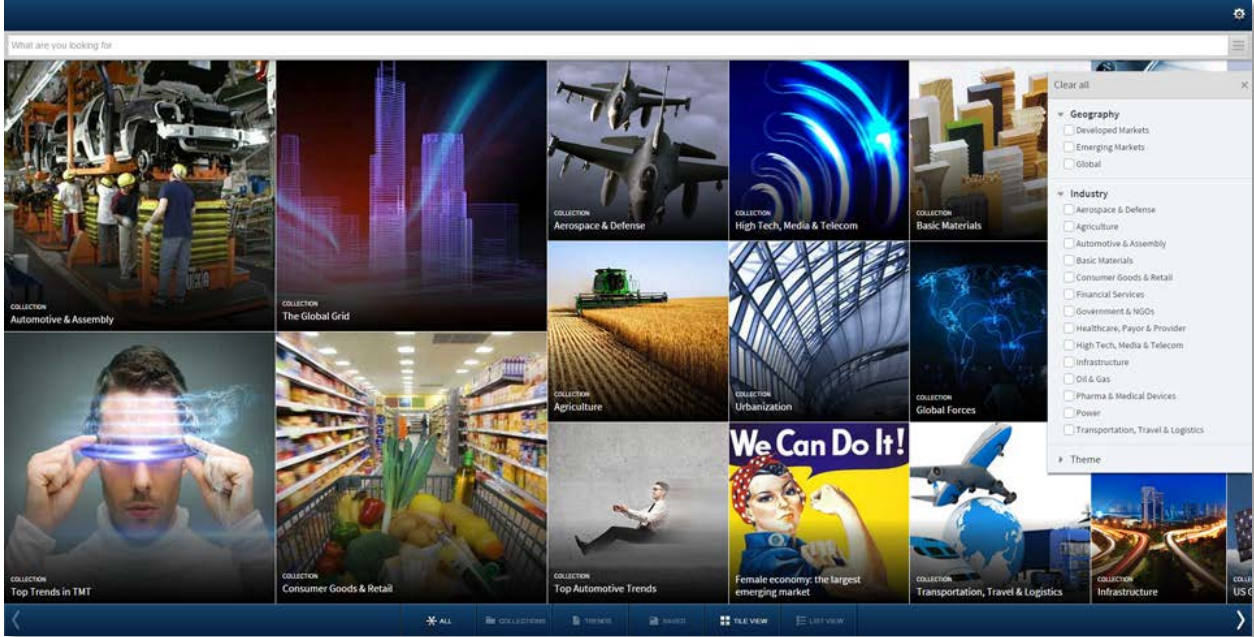
## Results

The actions taken to improve data contribution were dramatically improved. The average turn-around time from data contribution and categorization to approval and publication was between 3 and 4 weeks. Our reengineered solution reduced this timeline to days – decreased by a factor of 7x. This metric alone dramatically increased the effectiveness of content consumers who rely on this data to create reports whose sole purpose is to provide timely information by reducing the need to refactor those based on the latest data.

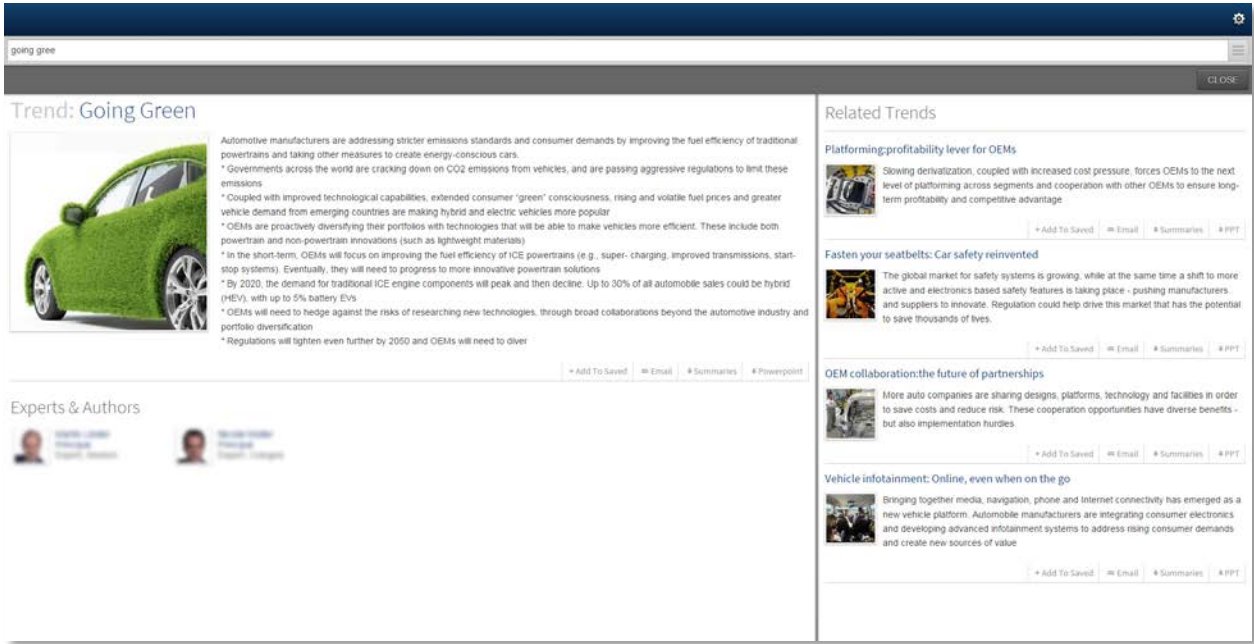
## Features

- Customized Wordpress implementation allowing flexible content authoring
- A/B and Multivariate testing program – reusable for additional tests
- Custom reporting dashboards via Google Analytics

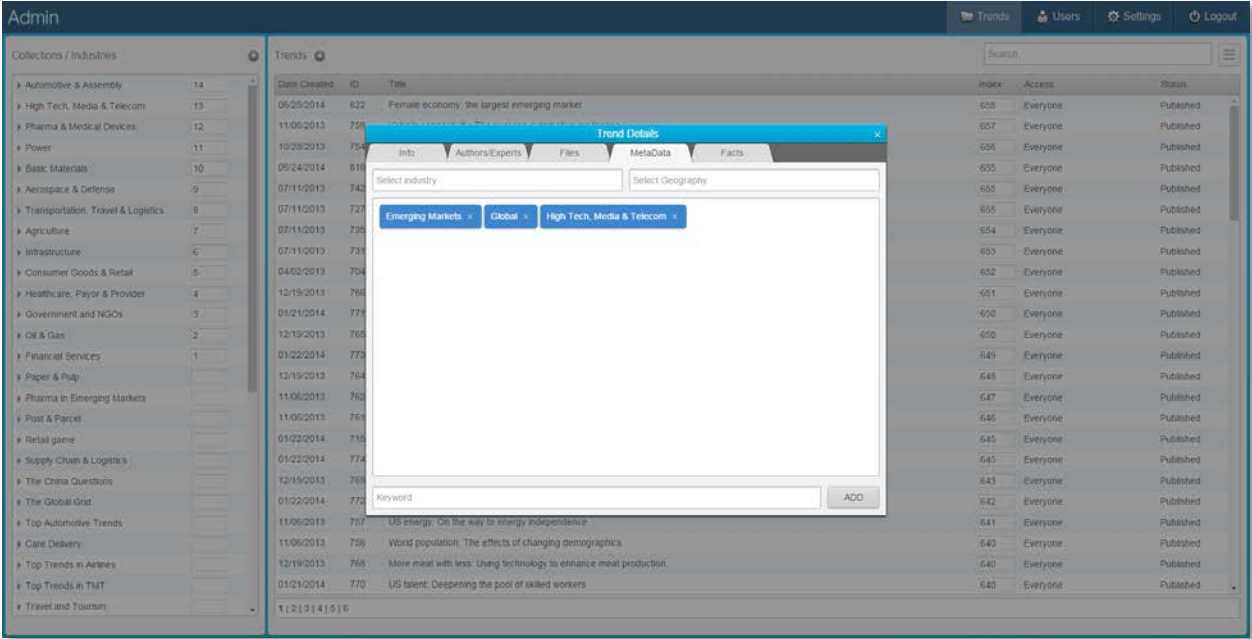
UI/UX screenshots– see below



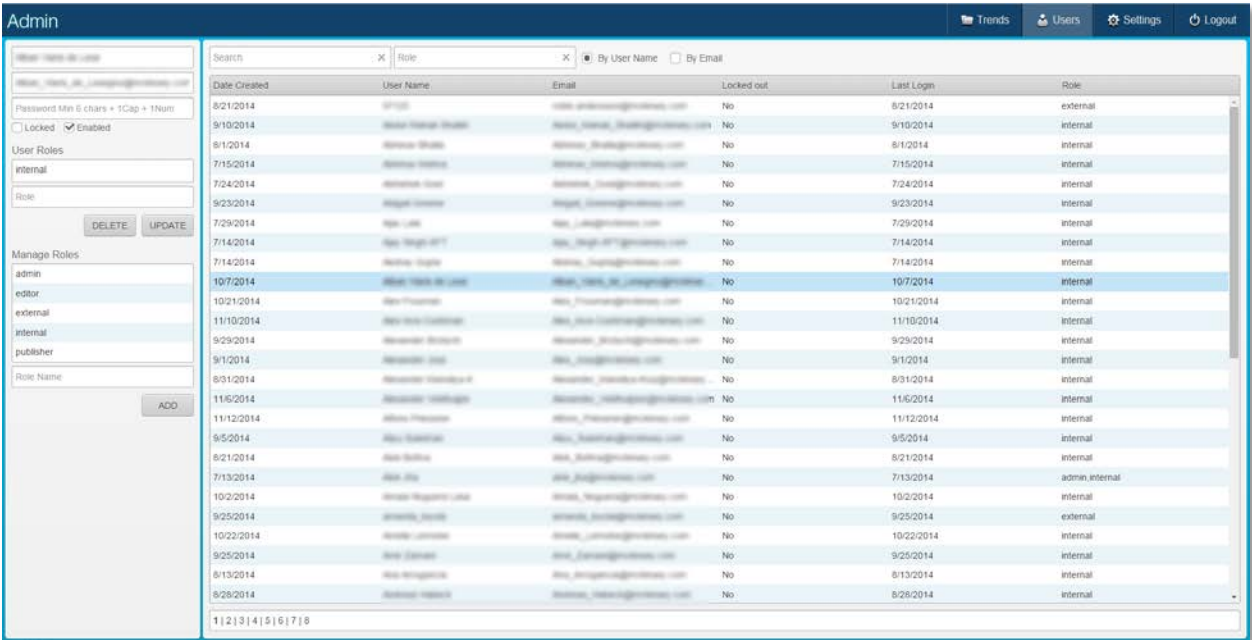
STAC grid view



STAC – Detail View



STAC – Admin View



STAC – Admin > User Management View