

# *Browsersoft, Inc.*

## CASE STUDY

### **eQ!™ Foundation Helps eVentive LLC Cut Application Time-to-Market By 50%**

#### COMPANY PROFILE

Chicago-based eVentive LLC is a technology consulting firm specializing in Customer Relationship Management (CRM) systems and processes. eVentive's project for a global leader in pharmaceuticals and a major distributor of specialty medicines for chronic diseases involved the development of an online pharmacy order fulfillment system for healthcare providers.

eVentive's client needed a highly accurate, automated, web-based direct data entry and workflow solution to replace the pharmaceutical company's heavily paper-based and manual processes.

The pharmaceutical company's existing order processing system entailed a significant percentage of manual processes, including data entry of faxed orders. The current system's accuracy was also difficult to quantify due to a lack of metrics.

Due to the volume and life-critical nature of the medicines that would be ordered and processed through the application, documenting current processes and ensuring the accuracy of the automation was a high priority.

#### THE CHALLENGE

A major challenge that eVentive faced was the dynamic nature of their client's requirements for the order fulfillment system. "We were aware that the business requirements would continue to be refined and changed throughout the development process, explains, Dana Bailey, Chief Operating Officer of eVentive, "and our ability to remain flexible and implement changes quickly was critical to the success of the project."

#### THE eQ!™ SOLUTION

eVentive's client initially believed that an off-the-shelf, packaged solution might address their needs and tight budget requirements. Due to the evolving nature of the business requirements and the project, eVentive realized that a packaged solution would only meet part of their client's needs. eVentive also calculated that the costs to develop a customized solution by programming it from scratch would exceed their client's budget.

After researching several alternatives, eVentive proposed a customized solution to their client, which would be developed using Browsersoft's eQ!™ Foundation. eQ!(tm) is a development Foundation that rapidly builds, and adapts e-business applications to changing business requirements.

The eQ! Foundation's Business Objects, Data Management and AppFlow Services allowed eVentive to contain development costs by eliminating the need for significant amounts of coding. eQ!™ also provided eVentive with the flexibility to respond quickly to changing requirements.

#### **WHAT BROWSERSOFT PROVIDED**

Browsersoft provided eVentive's developers with an online tutorial for eQ!™ and minimal amount of technical support on an as-needed basis. According to eVentives's Chief Technology Officer, Yem Chanyalew, "It was easy for us to be productive almost immediately using just the eQ!™ tutorial."

#### **TECHNICAL IMPLEMENTATION: MANAGING CHANGING REQUIREMENTS**

Using eQ!™ to speed development, eVentive created an automated, direct data entry solution for their client built around an order management module. Additionally, eVentive incorporated fax automation technology to digitize incoming fax orders and eliminate the need for manual data entry. To drive the system, the consulting firm integrated third-party business process management software into the solution.

#### **THE RESULTS**

Before deciding to use eQ!™, eVentive had estimated that the project would require 3 full-time programmers during its peak development time of October 2003 through January 2004. By using eQ!™'s pre-written, configurable components, eVentive eliminated significant amounts of coding and was able to incorporate changes quickly and efficiently.

#### **CLIENT FEEDBACK**

##### **BY USING EQ!™, EVENTIVE WAS ABLE TO ACHIEVE**

**Developer Savings:** 1.5 FTEs for the project at peak times versus the 3 developers estimated without eQ!™

**Programming Savings:** 50% less programming time.

**Time Savings:** 50% faster time to market

*"For our application development project, with tight budgets and changing requirements, Browsersoft's eQ!™ provided us with the flexibility we needed, and didn't lock us into a rigid framework. eQ!™ is not an option – it's a necessity."*

-Yem Chanyalew, Chief Technology Officer, eVentive

*"We needed to leverage a development approach that would allow us to meet the business requirements of our clients, quickly, cost-effectively, and also meet our developers' technical requirements. This is what eQ!™ delivered. It's a very practical solution."*

- Dana Bailey, Chief Operating Officer, eVentive

#### **ABOUT BROWSERSOFT**

Browsersoft, Inc. provides consulting services and breakthrough products that reduce enterprise application development costs and accelerate time to market.

Founded in 1998 by a team of high-tech software and business development professionals, Browsersoft specializes in the design and development of web-based enterprise applications.

Browsersoft's flagship product, the eQ!(tm) Foundation, rapidly builds, and adapts e-business applications to changing business requirements.

**For more information on Browsersoft and eQ!™ Foundation, contact:**

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