

Standardizing to a CCM Platform After an Acquisition

About the Company

A transactional print service provider (PSP) serving financial and regulated markets that has successfully grown through acquisition. The company provides customer communications management solutions that help customers increase engagement and revenue with their customers.

The Challenge

The company acquired multiple locations within a 12-month period to increase their footprint in the market. As a result of the acquisitions, the company inherited expanded capabilities along with multiple CCM development platforms and processing procedures. It was clear to the management team that workflow and platform normalization was a necessity to meet financial and strategic goals.

Moving to one CCM platform would also allow for the plants to provide disaster recovery for each other and load balance production. While the project would save time and money, it could be a huge undertaking to migrate the thousands of applications and continue to onboard new customers.

The PSP came to BelWo for assistance in the creation of the new workflow and onboarding support.

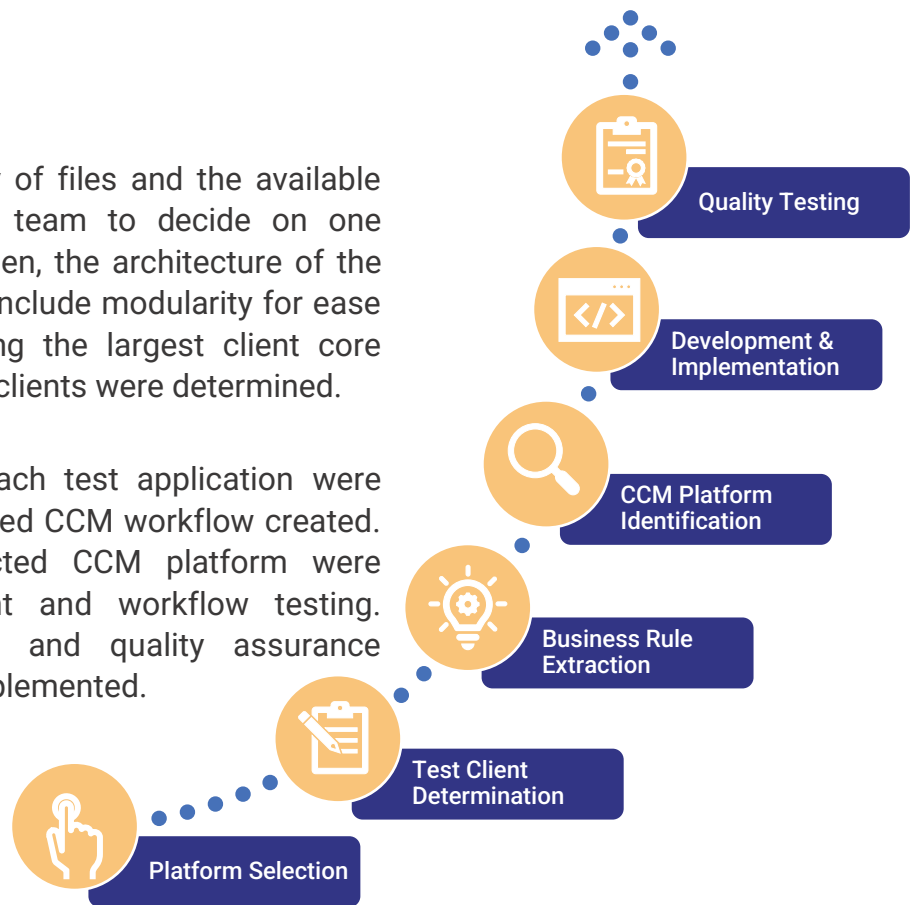
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The Solution

An evaluation of the complexity of files and the available software licenses allowed the team to decide on one platform as the front runner. Then, the architecture of the new workflow was designed to include modularity for ease of onboarding. After identifying the largest client core software concentration, the test clients were determined.

Next, the business rules for each test application were extracted and the newly developed CCM workflow created. Two locations with the selected CCM platform were identified for the development and workflow testing. Comprehensive documentation and quality assurance testing procedures were also implemented.



The Results

After a six-month assessment of the Proof-of-Concept phase, the workflow process was adopted for onboarding all new work. Planning for phasing out existing legacy CCM platforms was prioritized. A plan for migrating existing work was identified for the first two plants to complete in 18 months.

BelWo's development team provided ongoing onboarding development support, project management support and quality assurance support, resulting in a significant decrease in onboarding time and an increase in client satisfaction. Additionally, over \$200,000 of annual savings was actualized just from decommissioning software and retiring legacy programs.

The newly developed workflow also provided the capability of workload balancing as the process between the two locations was the same. The new modular programming expedited global changes reducing the time to customer for approval. This impacted service level agreement positively. In conclusion, the client's goal to save time and money, while decreasing project onboarding, was achieved and expectations were exceeded.



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