

Meeting A Stringent Timeline For Onboarding Complex Health Applications

About DMM

DMM, Inc. is a 38-year-old privately held mission critical document output provider specializing in transactional print, document outsourcing, marketing communications, and fulfillment. The company has a proven track record serving multiple industries including healthcare, insurance, financial services, utilities, retail and communication providers. DMM utilizes technology, innovation and business intelligence to optimize workflow efficiencies that enhance document delivery, increase customer engagement, and improve the overall customer experience. DMM provides world class service to a number of Fortune 100 clients out of its secure, climate-controlled facilities with Corporate Headquarters in Scarborough, ME and Mid-Atlantic operations in North Wales, PA.

The Challenge

DMM provides services to a diversified client base that require high-volume, demanding and complicated workflows. The company had an opportunity to win a major health insurance customer if it could provide faster onboarding of more than 100 applications. It was a complicated endeavor within a very tight timeline, which involved an implementation of complex applications for multiple business units. Conditional logics for this ran into hundreds of pages requiring significant analysis (and often scope clarifications from customers).

Additionally, DMM wanted to automate its end-to-end processes and upgrade Quadient Inspire Designer to the latest version. While the company has a very strong IT staff with experience to quickly onboard workflows, the project required resources beyond the current IT team. In order to meet the document outsourcing requirements and tight deadline, DMM contacted BelWo to help meet the stringent application deadline. BelWo has the proven experience necessary with the healthcare business rules required for meeting the deliverables of such a complex project.

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The Solution

BelWo set up an on-site meeting to determine the best way to define the delivery model and establish project management across several time zones. BelWo's global team then worked remotely, connected to DMM's virtual machines via secure VPN, alleviating data security concerns.

BelWo uses Agile software development methodology on projects to keep delivering milestones despite multiple changes in requirements. To meet this deadline, regular project meetings were scheduled with DMM to directly discuss roadblocks and create a delivery plan that initiated the development. The team started simultaneously developing applications in Quadient, setting up processes for User Acceptance Testing (UAT) and creating integrations with in-house billing and inventory systems using Microsoft.Net and SQL Server. Dummy test data was generated based on each customer's business rules, making it possible to develop the solution without any breach of confidentiality. Using BelWo's worldwide development capabilities, the team was able to work 16-18-hour production cycles to develop and test the applications.

The Results

Given the requirements to be successful on such a very large project, DMM recognized right away that BelWo was more than an outsourced vendor. BelWo had developed the relationship as an integral part of the DMM Development team. BelWo's experience in managed services made it possible for DMM to be comfortable with having BelWo set up processes needed to manage the speed and efficiency of onboarding the new applications. Processes were also put in place to design a modular automation solution that was able to handle this complex project as well as keep future growth and capabilities in mind. With BelWo's expertise at developing complex workflows, eight applications of hundreds of documents were completed in under six months. The collaborative team effort has provided a seamless development support environment and a business partnership that delivers an improved customer experience.



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