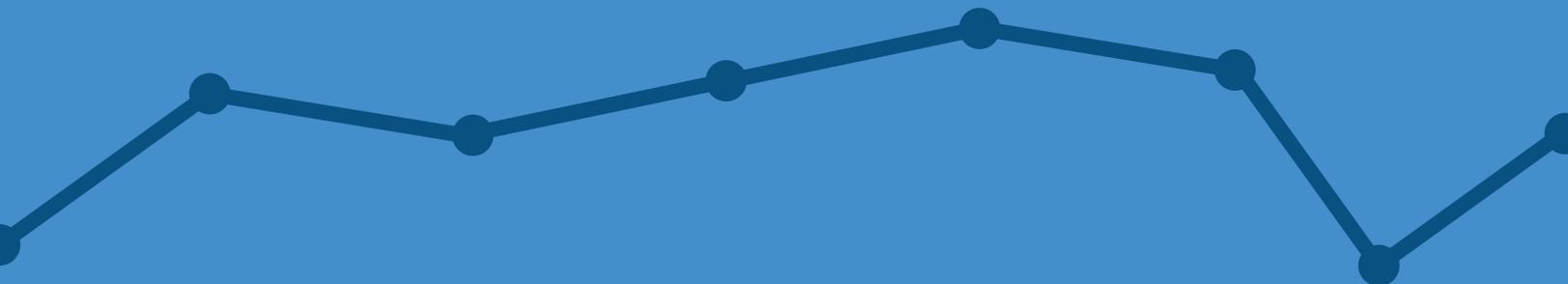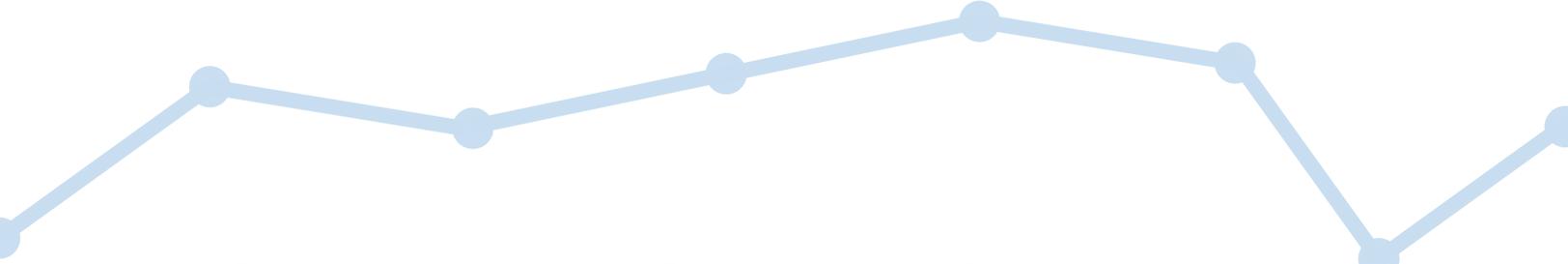# softensity
reliable software outsourcing

Case Study

How Outsourced IT Solutions Saved an Insurance Company 3 Million Dollars

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In today's development environment, many companies do not have fully equipped in-house tech staff required for software application projects. For most businesses, custom software development is essential for operations and growth. As a result, software application development requires a wide array of disciplines to provide a complete solution, such as skilled front-end developers, graphic designers, backend software programmers, database architects and quality assurance testers. It's also uncommon for one or two individuals to possess the entire skill set necessary to complete software application development projects.

Adding to this challenging obstacle is the fact that it is typically not cost effective to hire additional staff for short or medium-term projects. It's a real-time problem that needs a real-time solution. When companies require additional staff or a certain IT specialty, they can turn to the experts at Softensity for comprehensive software development solutions. Softensity provides companies with a talented, experienced and knowledge specific team to build application solutions efficiently and promptly.

The following case study will step you through a real-life example of how Softensity provided a client with the expertise they needed to address a specific software development project, resulting in several million dollars in savings for the client.

Client Case Study: Insurance Company

Our client is a large insurance company that provides healthcare cost management. This leading insurance provider processes 40 million healthcare claims annually and services approximately 68 million consumers through 850,000+ healthcare providers. Their Quality Assurance Division audits multiple segments of the business to gather metrics on claims processing, contract reviews, training, customer service and other internal processes.

Our Client's Data Problem

Historically, our client's Quality Assurance Division had been relying on Excel spreadsheets to complete weekly quality assurance tabulations and reviews. Each department within the division had a specific set of questions that applied to a point score based on answers provided. Historical tracking was just about impossible due to periodic changes in questions and multiple versions of audit parameters. Spreadsheets were then emailed and consolidated into a single view. Once consolidated, the data was integrated and transformed into charts and graphs. All around, it was a labor-intensive weekly process that required several employees to meet critical deadlines for upper management.

The Solution Process: Discovery and Collaboration

At the beginning of the project, detailed documentation of the business processes was provided to Softensity to research potential solutions for the client's pain points. After a review of this documentation, Softensity set up a discovery session with the client on-site at their offices in New York. The initial session included in-depth discussions of existing processes and the gathering of business requirements.

After the initial discovery meeting, meetings were conducted weekly via email and web conference to further explore the business problem and ensure that all parties involved were in constant communication. After careful analysis and collaboration with the our insurance company client, Softensity came to the conclusion that an Audit Hub system was needed to streamline the business process and meet the company's requirements. An Audit Hub System would:

Build audit templates for multiple divisions:
- Allow for unlimited versioning and multiple scoring options
- Control permissions for access to audits and roles
- Collect audit data in real-time
- Carry an audit from start to completion using a defined business process
- Provide for feedback, rebuttal and override of sub-par audits
- Allow department heads to run pre-defined reports as needed

Softensity was able to provide the insurance company with an effective solution that would allow its Quality Assurance Division to enhance overall efficiency. They were able to accomplish this task by zeroing in on the actual audit process instead of utilizing the cumbersome Excel spreadsheets and having to email files internally between employees and upper management.

An Inside Look: Key Components and Key Players

A key requirement for the client was to utilize its Windows Active Directory to control access to the Audit Hub for authorized personnel only. At the same time, the Quality Assurance team needed a flexible solution to control the visibility of audits for expansion and growth of its system due to the complex nature of multiple divisions and management hierarchies. While its existing Microsoft Office SharePoint Server 2007 could be extended to manage the complex hierarchy, the SharePoint database was not well matched to the intricate business process of the Audit Hub.

Our client wanted to utilize its existing Windows Active Directory to control access to the Audit Hub, but wanted to make sure that authorized personnel could only access the directory. However, due to the complex nature of the management hierarchy and multiple divisions, the Quality Assurance team needed a flexible solution to control the visibility of audits and allow for expansion and growth of the system. The project management team at Softensity brainstormed for an effective solution and concluded that the proper solution was to use SharePoint as a wrapper for permission and access. It was a solution that would allow administrative-level personnel within the Quality Assurance Department to add new users and levels of access to SharePoint people and groups without the need for system administrators.

Communication: Another Key Ingredient for Success

For the success of any software solution, there needs to be open communication between all of the stakeholders and the outsourced development team. Right from the get-go, Softensity engaged our client's key players through weekly review sessions and web conferences. By communicating regularly, all parties could track progress and discuss the need for improvements or modifications. This process was critical for the development team to reach the point to where they could initiate software coding. All of the key stakeholders were a part of every status meeting via conference calls to stay in the loop on milestones. Their input during the process was critical and helped lead to a positive end result.

Through communication, the entire process was transparent and highly visible for all of the stakeholders. And after all of the development was completed, our client's team participated in user acceptance testing to identify and evaluate performance and any existing issues. In addition to providing the company with a talented development team, Softensity relied on in-depth communication as one of its key ingredients for success.

Softensity was able to offer our client with unparalleled outsourcing services with highly talented software professionals. Simply put, the client received the best of the best for their custom development solutions; an innovative team that could develop high performing and highly scalable applications they needed to make the project a success.

The End Result: Efficiency and Cost Savings

The final solution for our client was a fully integrated system that streamlined the process for greater efficiency and cost savings. The Audit Hub was a multi-faceted solution, which allowed the Quality Assurance team to focus on the quality of the audit process instead of wasting time with Excel spreadsheets and email. Unlimited audits could now be created for multiple departments, supervisors could fine-tune the data for accurate reporting, and data could be retrieved in real-time with pre-defined reports for executive decision-making. With an operating full process flow for the audit lifecycle, it was a major win-win for the Quality Assurance Division, management, production departments and the entire company.

Both Softensity and our client estimated that the Quality Audit Hub system saved a minimum of 10 hours each week for each business process in the company. Scaling that savings across 10 business processes equates to 100 hours per week. Over a period of 52 weeks, the total annual savings in hours is 5,200. Multiply that number by a business figure of $150 per hour, and the first year benefit translates into a whopping $750,000 savings on a six-month investment of about $300,000. Over a five-year period, the return tallies over $3 million. The experienced outsourced team at Softensity delivered an amazing cost-saving solution that our client would not have been able to build internally, resulting in huge savings.

With Softensity, outsourced software development is made easy. Work with a company that offers a high-quality tech staff and a transparent, collaborative relationship. At Softensity, clients are our partners and part of the team. Our promise at Softensity is to provide clients with an A+ outsourced experience – and we always make good on our promises.