CASE STUDY

Help Entrepreneurs achieve Success through Collaboration

Company Description

Company is a startup with an idea to provide a unique marketing and sales solution to financial industry. As per the company's founders' research and years of experience, an effective practice to improve sales is to personalize communication with prospect and clients. Market research by the company identified that though there are numerous technology solutions available in the market for CRM none of them offered an effective solution to send personalized hand written messages.

The Challenge

Company has in-depth knowledge and experience of high net worth individual's investment market but lacked technical knowledge to design, develop and deliver a product that can fill the identified opening in the market. The founders have not yet identified the end-to-end features that will be available in the product complimenting the USP feature. They needed a partner who can transform their idea to a finished product, in an aggressive timeline, with proper guidance.

The Solution

Trigent collaborated with the company to help build the product from their initial idea. The primary approach for the project was
- ❑ Adopt agile development so as to get the product to market as quick as possible
- ❑ Rapid prototype to validate feasibility
- ❑ Extensive use of third party tools and services to reduce overall development time-line
- ❑ Design for a product and not an application
- ❑ Focus on user experience to gain advantage in this highly competitive product space

Trigent's maturity with Agile methodology helped in staggering the development into sprints to progressively deliver usable product versions. Trigent's extensive experience in building technology products and application helped in achieving the project objectives. Specifically, Trigent utilized its experience of building CRM applications to help customer identify features to add additional value to the overall solution. Some such features are
- ❑ Integration with payment gateway for subscription and renewal
- ❑ Voice broadcasting through third party solution
- ❑ Integration with third party printing and mailing house

Technology

- ✓ ASP.Net
- ✓ C#
- ✓ MS SQL server
- ✓ JavaScript
- ✓ XML
- ✓ COM objects
- ✓ Windows services

Overall, the engagement with Trigent helped in

- ❑ Identifying features set for the CRM product
- ❑ Elaborating requirements to product specification
- ❑ Identifying integration requirements
- ❑ Develop a product design with licensing feature - helped to implement usage based pricing
- ❑ Identify third party tools for the project based on earlier experience
- ❑ Plan and execute development activities in parallel to crash the overall development time-line

Results

The project successfully transformed an idea to a commercially viable product with unique features, for a niche market. The approach, which resulted in an overall reduction in time to market, helped the client take the first mover advantage in the "digital handwritten campaign" market space.