

Actimizer

ISV

**Client**

Actimizer is a leading provider of Lead Relationship Management solutions to sales organizations across Northern Europe. Its clients are among the Scandinavian leaders in communication, finance, IT, and sales & marketing.

The main product, Actimizer LRM, is a Software-as-a-Service solution for B2B, B2C and non-profit organizations to improve the relationship with their customer and potential customers. Client organizations have experienced improvement in sales of no less than 25 per cent on average.

The solution is generally regarded to be one of the best and most easy to use sales productivity tools in the market. It is 100% web based and does not require any hardware or software implementation. Customers literally start using Actimizer only days after signing up for the service.

Business objectives

Since its inception in 2006, Actimizer has been a customer-value driven organization helping its clients achieve exceptional results.

In the summer of 2008, a strategic decision was taken to strengthen the product platform to be able to offer broader functionality to existing and future customers - while not increasing the work and costs associated with implementing a new customer.

A major challenge was that many implementations had been made using separate and increasingly complex code. This increased the cost of maintaining existing clients and made it more complicated to implement new functionality to old and new clients.

Solution

A new COO was hired to strengthen product management, development and delivery of services. The COO turned to Kuadriga for development resources and competence in defining a new product platform.

Initially, a .NET Software Architect was sent for one week to work on-site at the Actimizer offices in Copenhagen. The objective was to create the outline of a new software architecture and set the direction for a future team consisting of two more developers.

Upon returning, the Software Architect was responsible for screening candidates for the team and deciding on whom to hire in close cooperation with the COO.

Within 3 weeks of signing the contract with Kuadriga, the team was fully operational and started refactoring central parts of the code base in preparation for establishment of a new product platform.

Client

Actimizer A/S

Location

Copenhagen, Denmark

Number of employees

8

Main product

Actimizer LRM

Services

Consolidation

Architecture

Extension

Key benefits

Improved product platform

- Better scalability

- Unified functionality

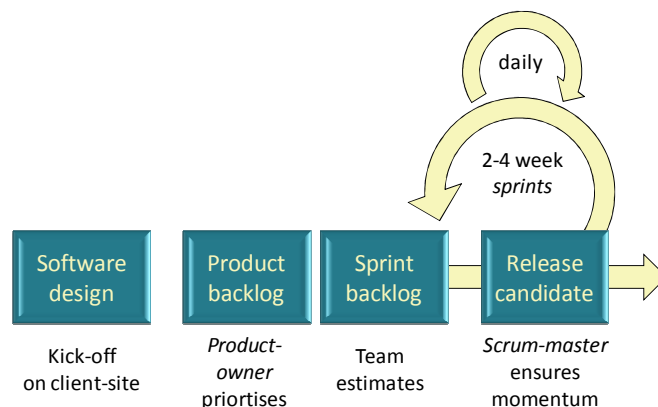
Shorter response time to customer requests for new functionality

Lower marginal costs of deploying a customer

Lower costs of developing and deploying new functionality to old and new clients

The process of getting to the operational phase for the most part followed the Kuadriga base methodology in which architectural decisions are taken in the early phases in a *waterfall* model in which business and project objectives set the requirements for the future product architecture.

As the future product platform has been defined, the combined on- and off-shore team moves into a *Scrum* methodology in which functionalities are developed and implemented in *sprints* of 2-4 weeks.



This ensures very hands-on involvement of all team members no matter their physical location - onsite in Denmark or offshore in Ukraine.

Results

Within a few weeks, the Actimizer team within Kuadriga was able to consolidate the experience and code of many previous client deployments. In parallel, improvements were made to the underlying product architecture to accommodate a broader functionality. At the same time, the product was made more flexible allowing for easier control of features and product variants. This is a strong advantage today as time-to-market for new functionalities has been made shorter.

Customers are experiencing greater stability of the product along with an improved capability to accommodate special wishes.

The experience of the customers of Actimizer has been of a more stable product with greater functionality.

Kuadriga has enabled Actimizer to meet the needs of our clients faster, more precisely and more economically.

Ulrik Frank Bjerrum, COO

Kuadriga is a Danish-owned offshore development center in Kyiv, Ukraine.

We provide software development in all phases of the product life cycle for ISV's with products based on Microsoft .NET technology.

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