

## NEXT GENERATION PRODUCT DEVELOPMENT

YOUR BUSINESS IS BUILT ON A GREAT IDEA. WE MAKE SURE IT'S ALSO BUILT FOR IMMEDIATE SUCCESS.

### Will your business be the disruptor – or the disrupted?

Digital transformation is changing business models. In every sector of the economy today, enterprising companies are identifying new ways to deliver unique and differentiated services – and digital technology enables them to disrupt markets almost overnight.

When digital products are your business, there is no margin of error and no time to lose. Traditional product development approaches slow the path to innovation and differentiation – putting revenue or even survival at risk.

Succeeding in a digital economy requires data to fuel new products and services. It also requires a new pace, through teams that adapt and execute at digital velocity.

### Product development expertise for a digital world

With an uncommon blend of business and technology acumen, we understand how to use digital technology and a product-centric mindset to enable a business. More specifically, we know what it takes to create and deliver differentiated products and services at the pace the digital economy demands.

#### EQUIPPING PRODUCT DEVELOPMENT TEAMS TO THRIVE



##### Provider of an ERP/management application for fast casual restaurants

Challenge: The company was built through acquisition of four firms, with each firm's software providing part of the functionality of an overall solution. Because the software did not integrate well, users had to navigate multiple systems to complete simple tasks and enter the same data multiple times. We reinvented the product from the ground up as a SaaS offering, while also providing the leadership to get it done on time and budget.



##### Organization that collects payments from customers and allocates revenue to service providers

Challenge: Accurate allocations are imperative, as miscalculations could result in missed revenue or lawsuits. Transparency is also important: all parties must be able to see and validate the revenue allocations. Finally, the revenue allocation model changes regularly, so the system must have the flexibility to introduce new allocation methods while maintaining the ability to re-run old methods for historical purposes. We built the software to keep this company running, meeting all of its requirements.

## EQUIPPING PRODUCT DEVELOPMENT TEAMS TO THRIVE

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### Health insurance provider introducing a new capability designed for differentiation

Challenge: The insurer introduced a new vertically integrated business model that connects providers and patients directly to its health plan. We led, designed, and built all facets of the solution to deliver a seamless patient experience and position the provider to distinguish its business.

- ◆ User experience planning and execution
- ◆ Process alignment including backlog creation and management
- ◆ Software engineering, using scrum and agile software development approaches
- ◆ Software quality assurance and automated testing

### Move with urgency

With experience building success-enabling products in a wide array of industries, we will get you off to a fast start – with a “quick hit” definition project that identifies your product vision, key user experiences, a feature backlog, technical architecture, and a build plan. Then, we will help you deliver with the urgency on which your business depends.

### All the skills to deliver success

Our team provides all the necessary expertise – from design to planning to successful delivery. We provide a team with the right mix of experience:

- ◆ Program planning and leadership
- ◆ Product vision creation and definition
- ◆ Technical architecture design focused on a cloud-native approach

### Build your business, with confidence

Your business is built on a great idea. When you work with West Monroe, you can be confident that it is also built for success, with next-generation product development capabilities that ensure it is agile, responsive to your evolving marketplace, and ready to deliver the differentiated service you envision.

