

Accion Labs: Top Client Case Studies

1. Veracode, Inc.

Industry: Cybersecurity

Partnership Overview: Veracode is a leading application security partner for creating secure software, reducing the risk of security breaches, and increasing security and development teams' productivity. Our partnership with Veracode has focused on scaling their R&D capabilities and modernizing their AppSec platforms, enabling them to accelerate their product roadmap and better serve their global customer base.

Product Engineering (Technology-Enhanced)

Cybersecurity Platform R&D Scaling

Business Need: Veracode needed to accelerate its aggressive product roadmap and modernize its platform architecture while overcoming limited development bandwidth due to rising support demands. They also required 24x7 global support, modernization of outdated UI frameworks, and seamless integration of newly acquired platforms.

Key Challenges:

- Need to accelerate ambitious product development roadmap
- Platform modernization requirements for future growth
- Scaling support operations to 24/7/365 for improved customer response
- Oversubscribed resources on critical initiatives
- Customer experience and UI modernization needs
- Integration of new acquisitions into engineering ecosystem

Solution & Value Delivered:

- Established global Product/Engineering Teams in Prague, Czech Republic and Bangalore, India (team size: 125)
- Created specialized engineering and support teams covering core products including SAST, DAST, SCA and Developer Experience
- Deployed standardized UI components to simplify integration and improve developer experience
- Built a self-service data platform offering high performance, analytics, and robust reporting
- Reduced L1/L2 support tickets through automation and improved processes
- Enabled better integration of newly acquired platforms into core engineering systems

Quantifiable Impact:

- Improved innovation velocity by 30%

- Reduced time to market by 40% for new features
- Faster response times and enhanced product experience
- Improved developer experience
- Significant reduction in L1/L2 ticket volume

Technology & Accelerators:

- Microservices based distributed application architecture aligned with Accion Breeze blueprint
- DevOps Playbook for CI/CD implementation and automation
- Extended Delivery Center (EDC) model for global operations
- Adherence to Veracode's rigorous security standards and best practices
- Integration capabilities with Veracode's proprietary security testing tools
- Cloud-native architecture for performance and reliability

Accion Advantage:

- Multi-year EDC setup with dedicated teams
- Seamless integration with client's engineering organization
- Global talent access expanding engineering capabilities
- 24/7 support coverage enhancing customer experience
- DevOps and engineering excellence accelerating development velocity
- Implementation of Accion's 5P induction process ensuring consistent knowledge transfer

2. Johnson Matthey Plc UK

Industry: Manufacturing & Refining

Client Background: Johnson Matthey has a long history of innovation, dating back over 200 years, initially as a gold and silver assayer before evolving into a leader in sustainable technologies. Their primary impact lies in creating a cleaner, healthier world through their technologies focused on cleaner transportation (catalytic converters), efficient use of natural resources, and enabling the transition to a low-carbon economy (hydrogen production, battery materials). The company employs advanced sensor technologies and IoT to monitor the performance and efficiency of their catalytic converters in real-world driving conditions, integrating IoT sensors for real-time monitoring, big data analytics to optimize catalyst design, and digital twin technology for virtual product development.

Cloud Services (Moderate AI Penetration)

Microsoft Dynamics Business Central Implementation

Business Need: Replace legacy refining systems with Microsoft Dynamics Business Central to enable precious metals refiners, recyclers, smelters, and manufacturers to track and manage their metals position with real-time inventory control from receipt to settlement.

Key Challenges:

- Existing structure lacked scalability for growing operations
- Inefficient and non-standardized ERP business processes
- Lack of agility with manual processes creating operational inefficiencies
- Multiple bespoke systems requiring integration
- Complex region-specific requirements for Asia Pacific operations

Solution & Value Delivered:

- Transformed multiple bespoke systems with unified Dynamics Business Central implementation
- Leveraged Azure APIM and other Azure Integration Services for seamless connectivity
- Developed a unified cloud-based refining platform across the entire organization
- Created location-specific configurations supporting regional business requirements
- Established detailed knowledge transfer documentation and comprehensive repository
- Integrated IoT sensor data for improved operational visibility

Quantifiable Impact:

- 10x increase in visibility to business data accelerating decision-making
- 50% faster integration with bespoke systems
- Organized job details in MS Dynamics Business Central
- Significant operational efficiency improvements through standardized processes
- \$10 million total ACV for CY24

Digital Transformation (Strategic Consulting)

Future Roadmap Assessment for PGMS Division

Business Need: Develop a comprehensive 3-to-5-year transformation roadmap for the Precious Group Metals (PGMS) business, addressing business processes, technology landscape, enterprise architecture, and strategic initiatives for long-term growth and efficiency.

Key Challenges:

- Complex business landscape requiring alignment of numerous transformation programs
- Need for clear technology modernization priorities and sequencing
- Multiple stakeholders across business, operations, and IT requiring alignment
- Requirement to integrate AI/GenAI strategy with existing operations
- Need for comprehensive evaluation of process automation opportunities
- Legacy systems evaluation for scalability and viability

Solution & Value Delivered:

- Conducted comprehensive assessment of business transformation goals and existing technology landscape

- Created target transformation state roadmap covering multiple dimensions:
 - Business Processes Landscape
 - Enterprise Process Automation and Integration landscape
 - IT Landscape Simplification & Optimization
 - Customer Experience Strategy
 - Operational Technology
 - Overall Enterprise Architecture philosophy
- Developed AI/GenAI strategy identifying optimal starting points and implementation approach
- Evaluated critical systems (like eJM) for long-term viability and scalability
- Identified process optimization opportunities within the refining ERP processes
- Created governance framework and RACI matrix for pre-production inventory handling

Quantifiable Impact:

- Aligned transformation programs with business priorities, optimizing investment
- Clear roadmap with quarterly milestones enabling structured growth
- Enhanced decision-making capability through comprehensive evaluation
- Reduced operational inefficiencies through process optimization
- Strengthened governance with clear ownership of critical processes

Process Automation (High AI Penetration)

Refining Process Optimization Using Automation

Business Need: Analyze CAI ERP-based processes in Refining for optimization opportunities, focusing on streamlining workflows and implementing automation to increase efficiency and reduce manual intervention.

Key Challenges:

- Manual processes requiring significant human intervention
- Inefficient workflows in both front and back-office operations
- Unused advanced features in existing applications
- Lack of integration between critical systems
- Need to identify optimal automation approaches (native features, integrations, RPA, AI)

Solution & Value Delivered:

- Conducted comprehensive process analysis across front, mid, and back-office operations
- Categorized automation opportunities based on implementation approach:
 - Integrations between modules/systems
 - Business rules-based workflow changes
 - RPA-based automation
 - AI/GenAI-based automation
- Evaluated time and cost impact of each optimization opportunity

- Developed prioritized implementation roadmap based on ROI and business value
- Created detailed implementation plan with clear milestones

Quantifiable Impact:

- Identified automation opportunities reducing manual effort by approximately 40%
- Improved process consistency and quality through standardization
- Enhanced operational visibility through integrated systems
- Reduced processing time for critical operations
- Established framework for continuous process improvement

Technology & Accelerators Used Across Service Lines:

- Strategic partnership with Microsoft as a Gold Partner
- API Engine for efficient entity microservice creation, built on Breeze framework
- Azure-based integration components
- Data Extractors for legacy system integration
- Microsoft practice expertise with proven delivery methodologies
- Cloud Map optimizations for Azure resource provisioning
- MDM architecture blueprint for consistent data management
- Process mining and automation assessment methodologies
- KAPS framework for AI implementation strategy
- Unity digital transformation framework

Accion Advantage:

- Strategic partnership approach focusing on long-term business outcomes
- Deep expertise in manufacturing and refining processes
- Microsoft Dynamics implementation leadership
- Application of Breeze framework for system modernization and rationalization
- Complex multi-region deployment experience
- Process optimization expertise across the value chain
- Proven methodology for digital transformation assessment and implementation
- Comprehensive understanding of the precious metals industry

Strategic Partnership Evolution

The relationship with Johnson Matthey exemplifies Accion Labs' approach to strategic partnerships, evolving from targeted system implementation to comprehensive digital transformation consulting:

Phase 1: System Modernization

- Initial engagement focused on the Microsoft Dynamics Business Central implementation
- Demonstrated deep understanding of refining processes and technology requirements
- Established credibility and trust through successful delivery

Phase 2: Process Optimization

- Expanded engagement to analyze and optimize refining processes
- Applied automation expertise to identify efficiency opportunities
- Developed comprehensive roadmap for process improvements

Phase 3: Strategic Transformation

- Elevated to strategic digital transformation partnership
- Conducted Future Roadmap Assessment for PGMS business
- Provided guidance on technology strategy, architecture, and AI implementation
- Established governance frameworks and operational structures

This progressive deepening of the partnership demonstrates Accion Labs' ability to deliver value at multiple levels, from tactical implementation to strategic transformation, positioning the company as a trusted advisor for Johnson Matthey's ongoing digital journey.

3. Dell Technologies

Industry: Enterprise IT

Partnership Overview: Dell Technologies is a leader in digital transformation, providing infrastructure solutions that help organizations build their digital future. Our partnership with Dell has focused on enterprise modernization, transitioning from vertical silos to an innovation platform, helping them drive efficiency, agility, and strategic decision-making.

Product Engineering (Process-Optimized)

Enterprise Modernization: From Vertical Silos to an Innovation Platform

Business Need: Enterprises need to adopt Artificial Intelligence (AI) to automate processes, improve decision-making, and enhance efficiency. There is also a need for IT and OT alignment to break down silos, enabling faster deployment and better coordination, while modernizing legacy systems by integrating older infrastructure with more agile solutions.

Key Challenges:

- Traditional IT silos impede digital transformation and the implementation of critical initiatives like zero trust
- The fast-paced evolution of modern IT infrastructure creates uncertainty and pressure on IT leaders to manage complexity
- Need to integrate new and legacy technologies seamlessly
- With a flood of new technologies, IT professionals struggle to determine their best use

Solution & Value Delivered:

- Provided guidance on AI adoption strategies that complement modern business operations

- Implemented organizational approaches for breaking down silos within IT organizations to accelerate digital transformation
- Developed integration patterns for connecting modern infrastructure with legacy systems
- Established collaboration frameworks to simplify modernization and reduce the burden on customers

Quantifiable Impact:

- Improved efficiency, agility, and strategic decision-making
- Significant cost reduction and better resource allocation
- Enhanced risk mitigation through improved monitoring
- Accelerated digital transformation
- Created a culture of continuous innovation

Technology & Accelerators:

- Kafka for real-time data streaming and event processing
- Playwright for automated testing and validation
- Containerization technologies for application modernization
- Integration patterns for legacy system connectivity
- Cloud-native architecture principles for scalability
- Development frameworks for rapid implementation

Action Advantage:

- Ownership of developing solutions based on the guidelines provided by Dell
- Deep understanding of both legacy and modern technology landscapes
- Experience in enterprise-scale transformations
- Expertise in systems integration for business process optimization
- Collaborative approach as part of Dell scrum teams
- Implementation of design patterns that bridge traditional and modern architectures

4. Rotary International

Industry: Non-Profit/NGO

Partnership Overview: Rotary International is a global service organization comprising millions of business, professional, and community leaders providing humanitarian service. Our partnership with Rotary has focused on digital transformation initiatives, including SharePoint migration, microservices architecture implementation, and improving their Salesforce-based lead management system.

Cloud Services (Modern Architecture)

SharePoint Migration

Business Need: Migrate Rotary.org's reporting system from SharePoint 2007 to a modern, secure platform before Microsoft ends support in January 2025, ensuring continuous data access and reporting capabilities.

Key Challenges:

- SharePoint 2007 facing security and support risks after end-of-support date
- Scattered reporting system across the enterprise requiring consolidation
- New reporting mechanisms had to be integrated using distinct applications for Auth, Data management, Content Management and unified UI library
- The initial 36-week migration estimate presented timeline challenges
- Integrating legacy SOAP APIs into the modern React application for complex business needs

Solution & Value Delivered:

- Designed a scalable, modular architecture for seamless enterprise system integration
- Implemented complex SOAP services for reliable data exchange
- Unified authentication, data, reporting, and UI/UX for a cohesive user experience
- Improved navigation with fewer redirects to boost user engagement
- Compressed the 36-week migration estimate to just 14 weeks by removing blockers and dependencies
- Implemented advanced search and content discovery capabilities

Quantifiable Impact:

- 50% reduction in reports navigation time
- \$100,000 additional value gain (EN)
- Cloud-native implementation driving agility and performance
- Significantly improved user experience and adoption
- Enhanced security posture through modern platform capabilities

Product Engineering (Architecture-Driven)

Microservices with Domain Driven Design & Event Driven Architecture

Business Need: Address inefficient data synchronization between CRM tool and Integration Services, which was leading to higher end-user complaints and membership churn - a critical issue since membership fees are the primary revenue source for Rotary International.

Key Challenges:

- Ineffective Message Queuing and tight coupling creating resource-heavy polling
- Data Services without domain mapping and segregation
- Data Entanglement issues causing consistency problems
- Poor Scalability limiting growth
- Low Reusability increasing maintenance costs
- Monolithic Architecture creating bottlenecks

Solution & Value Delivered:

- Implemented scalable deployment using Azure Containers
- Established reliable data persistence and synchronization across domains
- Created decoupled communication between domains through domain events via Azure Service Bus
- Defined clear domain boundaries through Domain Driven Design, improving maintainability and team autonomy
- Developed reactive workflows with Event-Driven Architecture, ensuring real-time processing and loose coupling
- Streamlined frontend with React + Express (replacing GraphQL), simplifying API design and improving performance

Quantifiable Impact:

- \$2 Million+ additional value gain
- Improved maintainability and agility, supporting faster iterations and easier onboarding
- Enhanced data integrity across Rotary Products
- Improved performance and efficiency
- Accurate Data Integrity across Rotary Product ecosystem

Product Engineering (Data-Driven)**Transformation of Leads Project (Salesforce)**

Business Need: Enhance lead conversion rates and membership processes. Rotary.org receives 30,000 leads each year, converting less than 10% into membership. The client wants to own the solution and build upon the platform in phases as its strategy evolves to include membership/retention.

Key Challenges:

- Rotary is looking to leverage data, integration, and automation to create personalized experiences and increase membership conversion
- Current membership is reliant on Regional Membership officers and district/club membership chair coordination
- Manual emails lack brand governance & standardization
- Tracking overall membership required better visibility from district and national levels

Solution & Value Delivered:

- Established distributed marketing setup with email and template creation at the international level
- Implemented district engagement and communications and club leadership communications capabilities
- Created systems to engage members via subscriptions, actions taken, and donation efforts
- Developed dashboards for membership tracking to foster proactive decision making

- Incorporated data-driven personalization to enhance member engagement

Quantifiable Impact:

- Increased participant engagement
- \$0.36 Million+ projected contract value (EN)
- Replaced incumbents and earned strategic partner status
- Improved brand consistency across communications
- Enhanced membership conversion rates through personalized engagement

Technology & Accelerators:

- React-based frontend built on Accion Breeze component libraries
- Integration of legacy SOAP APIs using custom adapters leveraging Breeze patterns
- Cloud-native development with Breeze microservices framework
- Azure Containers for scalable deployment
- Azure Service Bus for event-driven communication
- Domain Driven Design patterns for maintainable architecture
- Salesforce customization for lead management
- Data-driven personalization engines

Accion Advantage:

- Extensive SharePoint migration expertise
- Accelerated timeline delivery through dependency management
- Application of Breeze framework for legacy system modernization
- Modern user experience design from Accion's Experience Design practice
- Security-first implementation protecting critical data
- Knowledge of non-profit specific requirements and workflows
- Long-term strategic partnership approach
- Integrating into the Rotary Ecosystem by revamping their architecture, making Accion indispensable

5. Cision

Industry: Media & Communications

Partnership Overview: Cision is a leading provider of media and communications solutions that help organizations monitor, analyze, and engage with their audiences. Our partnership with Cision has focused on modernizing their distribution platform, implementing advanced content workflows, and optimizing their content for emerging digital platforms.

Product Engineering (Cloud-Native)

Re-engineering of Distribution Platform

Business Need: Transform Cision's existing distribution platform to handle changing business needs and expected growth, as the legacy platform was not ready to meet these challenges.

Key Challenges:

- Multiple technology stacks creating integration difficulties
- Fragile infrastructure requiring constant human intervention
- Dated UI/UX not flexible and customizable for changing customer needs
- Manual & lengthy deployment process resulting in infrequent release cycles
- Dependency on Earnings Freeze periods restricting deployment windows
- Inability to scale up easily to support expected customer growth

Solution & Value Delivered:

- Conducted comprehensive discovery workshop to finalize re-engineering tenets & architectural best practices
- Implemented loosely coupled components, event-driven integrations, containerized & cloud-agnostic infrastructure
- Developed API abstraction & gateway, automated CI/CD, and centralized monitoring & logging
- Presented a phased implementation approach after detailed study of applications, integration points, workflows and pain points
- Setup development teams to work according to business team's pace and priorities following client's PI cadence
- Enabled seamless side-by-side operation of legacy & new platforms with phased migration

Quantifiable Impact:

- 60% reduction in average production release rollout time with zero downtime
- Platform easily handled 35% more orders than previously possible
- Smooth transition of new platform from AWS to GCP with just a week's effort
- Significant reduction in production incidents and manual interventions
- Enhanced customer experience through modern, responsive interfaces

Data & Analytics (Emerging Technologies)

Generative Engine Optimization (GEO)

Business Need: Research and optimize traffic generated from different Large Language Models (LLMs) and Generative AI Agents to PRNewswire articles, addressing the rising expectation from end users (authors) to ensure their articles are picked by LLMs and listed in generated content.

Key Challenges:

- LLMs emerging as an alternate medium for journalists to get relevant content directly over search engines

- Rising need to understand and report LLM traffic and user engagement alongside search engine traffic
- Shifting end-user behavior in engaging with PRNewswire content
- Limited understanding of how LLMs select and rank content
- Need for new optimization strategies beyond traditional SEO

Solution & Value Delivered:

- Identified shifting end-user behavior in engaging with PRNewswire content
- Highlighted need to address LLM traffic ranking along with Ad ranking in Search Engine
- Researched and implemented content optimization strategies for LLM discovery
- Added new Generative Engine Optimization (GEO) KPIs to GA4 reports
- Enabled PR Customer Support team to engage better with customers on emerging channels
- Research in progress for analytics workflow automation using advanced analysis tools

Quantifiable Impact:

- 250 articles observed as ranking high in GEO in the past 6-8 months
- 5 GEO KPIs added to GA4 reports that PR Customer Support team uses
- Enhanced customer insights into emerging content distribution channels
- Early adoption advantage in optimizing for AI content discovery
- Improved author satisfaction through content visibility in AI-generated responses

Automation (Machine Learning)

AI-driven PR Content Approval Workflow

Business Need: Reduce manual effort in the content validation process by minimizing the volume of irrelevant indexed media and improve the accuracy of keyword-based content selection to decrease false positives and streamline delivery to customers.

Key Challenges:

- Balancing false positives and false negatives without degrading customer value
- Managing edge cases where nuanced human judgment is required
- Resource-intensive manual validation process for media content
- High volume of content requiring rapid processing
- Maintaining consistent quality standards across diverse content sources

Solution & Value Delivered:

- Implemented advanced content validation system minimizing manual review requirements
- Created intelligent filtering system automatically excluding irrelevant content
- Developed sophisticated classification model balancing precision and recall

- Streamlined content delivery workflow reducing time-to-customer
- Built continuous learning system improving over time

Quantifiable Impact:

- 99% correct prediction rate for content relevance
- Approximately \$113K savings on annual basis
- Significant reduction in manual content validation requirements
- Accelerated content delivery to customers
- Enhanced content quality through consistent evaluation criteria

Technology & Accelerators:

- Accion Breeze architecture blueprint for containerized, cloud-agnostic infrastructure
- Event-driven design patterns with select components from Act-Ion platform
- Custom API gateways with standardized interfaces
- DevOps automation integrated with Accion's DevOps Playbook methodology
- Content classification frameworks adapted to Cision's media domain
- Sophisticated text analysis techniques for content categorization
- Advanced analytics capabilities for content performance tracking
- Knowledge component from KAPS framework for unstructured content management

Accion Advantage:

- CTO organization's involvement in discovery workshop
- Implementation of Accion Breeze as the foundational architecture blueprint
- Success helped unlock more opportunities for Accion in other client business units
- Knowledge of Digital Marketing and user behavior analysis
- Critical analysis and knowledge of PRNewswire in search engines & emerging digital platforms
- Early identification of shifting content consumption patterns
- Implementation expertise and continuous improvement methodology

6. Echo Health Inc.

Industry: Healthcare Payments

Partnership Overview: Echo Health Inc. is a leading provider of digital payment services for the healthcare industry, processing hundreds of millions of payments annually across multiple payment modalities. Our partnership with Echo has focused on simplifying healthcare payments through digital solutions, enabling them to increase efficiency and scale their operations while maintaining security and compliance.

Digital Transformation (Payment Solutions)

Simplifying Payments with Digital Payment Solutions

Business Need: Create digital payment solutions for businesses to help them move away from paper checks to more secure and flexible payment modalities, while providing enhanced data interfaces for healthcare providers, payers, and third parties (processing 835s and 837s).

Key Challenges:

- Supplier/vendor readiness to adopt digital payment methods
- Cost and ROI uncertainty for digital transformation initiatives
- Data quality and validation issues across diverse systems
- Online fraud and digital security concerns
- Resistance to change and dependencies on legacy systems

Solution & Value Delivered:

- Ensured HIPAA compliance by anonymizing sensitive personal information, third-party data, and enabling secure data migration
- Designed systems for scalability, allowing new customers, vendors, and third parties to be onboarded effortlessly
- Mitigated financial fraud risk by integrating GIACT services for patient identity verification
- Implemented email notifications for simplified tracking, helping with easier reconciliation of cashflows/payments
- Redesigned user interfaces across multiple platforms (ICR, B2B Payee, DPX, Pay Pilot) to enhance usability
- Created automated workflows from claims to payments to notifications
- Established a system for sending remittance documentation directly via email for reporting and insights

Quantifiable Impact:

- 500+ million payments processed annually
- 130+ billion USD worth of payments processed annually
- Complete visibility for users/payers into current and future payments
- Choice of six different payment modalities including Direct bank deposit, e-Check, ACH, V-Card
- Per month, ICR processes \$21M in premiums and B2B process more than \$10M in payments

Technology & Accelerators:

- Secure data transmission protocols for HIPAA compliance
- Integration frameworks for connecting with diverse payment systems
- GIACT integration for identity verification and fraud prevention
- Email notification systems with secure document delivery
- Modern UI frameworks for consistent user experience across platforms
- Automated workflow engines for claims-to-payment processing
- Data extraction and reporting systems for business insights

Accion Advantage:

- Partnership-based approach resulting in new lines of business (ICR and B2B)
- Technical expertise in healthcare payment systems and regulations
- UI design and user experience optimization capabilities
- Risk mitigation through identity verification integration
- Expertise in healthcare data standards (835s and 837s)
- Ability to balance security requirements with usability needs
- Track record of successfully upgrading from Angular to Blazor, improving integration with Microsoft .NET ecosystem

7. Management Science Associates (MSA)

Industry: Retail Analytics

Partnership Overview: Management Science Associates (MSA) specializes in analytics and information processing solutions across multiple industries. Our partnership with MSA has focused on ETL automation, efficiency optimization for critical jobs processing massive datasets, and developing advanced analytics capabilities to enhance their data-driven decision-making platforms.

Data Engineering (Performance Optimization)

Efficiency Optimization for Critical Jobs at MSA

Business Need: Optimize the execution time of critical weekly jobs processing massive datasets (20 billion records, 2TB) to prevent failures, ensure timely delivery of feed files, and protect client reputation while maintaining existing business logic.

Key Challenges:

- Jobs taking 10+ hours to execute with risk of late delivery
- Client requirement to maintain existing logic without changes
- Massive source data volume (20 billion records, 2TB)
- Data skewness with 10% of files containing most of the data
- Spillage issues in the terabyte range
- Risk to client reputation, customer relationships, and potential monetary loss

Solution & Value Delivered:

- Bifurcated existing job into two jobs: one for data preparation and another for computation
- Reduced the execution time to 2 hours, saving 80-90% of execution time
- Implemented optimized processing logic while maintaining existing algorithms
- Created monitoring system ensuring job completion
- Minimized chances of failure with improved architecture
- Ensured re-running jobs now takes only 30 to 90 minutes depending on the job

Quantifiable Impact:

- 80% reduction in execution time (from 10+ hours to just 2 hours)
- 100% job success and on-time completion rate in last 1 year
- 0% data spillage compared to previous terabyte-scale issues
- Reduced job failure recovery time from hours to 30-90 minutes
- Earlier start of dependent client Mart processes improving overall workflow efficiency

Data Engineering (Process Automation)**ETL Automation**

Business Need: Create a tool trained on base database models that interprets client requirements from spreadsheets and automates schema adjustments, generating deployment-ready scripts for new client databases with minimal manual intervention.

Key Challenges:

- Product serving multiple clients leading to frequent customization requests
- High manual effort required for cleansing and converting diverse file formats
- Significant time spent on repetitive tasks across multiple client implementations
- Inconsistent data handling between implementations
- Extended onboarding timelines for new clients

Solution & Value Delivered:

- Developed semi-automated solution for routine data processing activities
- Created flexible system that easily adapts to new or modified workflows
- Implemented schema-aware script generation for rapid deployment
- Established standardized approach to heterogeneous source data formats
- Significantly shortened client onboarding duration
- Enabled semi-automation of routine data processing activities

Quantifiable Impact:

- Accelerated onboarding of new clients
- Configurable architecture supporting diverse client needs
- Enhanced delivery excellence handling heterogeneous source data formats
- Reduced manual effort in data preparation and transformation
- Improved consistency across client implementations

Quality Engineering (Test Automation)**API-based Test Automation**

Business Need: Implement automated testing for every code check-in and deployment to ensure error-free, efficient testing without manual intervention.

Key Challenges:

- Repetitive tasks requiring integration testing
- Small changes in functionality requiring full testing coverage to sign off
- Domain expertise needed to test the functionality effectively
- Need to identify bugs early in the development cycle

Solution & Value Delivered:

- Implemented automation logs providing clear information about failures, helping understand root causes quickly
- Created regression testing with accurate and fast results
- Developed a system where the entire team can monitor build pipeline results daily
- Built a framework that can be easily extended to cover new features
- Improved integration testing efficiency
- Enhanced bug identification at the ingestion process itself
- Developed capability to identify changes in raw data

Quantifiable Impact:

- 100% test coverage
- Significantly reduced execution time
- Eliminated manual intervention in testing processes
- Gained client confidence through reliable testing
- Improved early detection of issues, reducing costly late-stage fixes

Technology & Accelerators:

- Feature Extraction techniques for optimized data processing
- Batch Ingestion components for large data volumes
- Advanced data platform optimizations
- KPI Extraction for efficient data refinement
- Operational Analytics & Monitoring framework components
- Schema-aware script generation tools
- API testing frameworks with automated reporting
- CI/CD pipeline integration for continuous testing
- Data validation frameworks for input verification

Action Advantage:

- Deep expertise in retail data structures and analytics
- Scalable architecture capabilities for massive datasets
- Proven experience with big data performance optimization
- Value-driven delivery approach focusing on business outcomes
- Zero-disruption implementation methodology
- Critical system reliability engineering expertise
- Domain knowledge in identifying bugs in complex analytics systems
- Expertise in both performance optimization and test automation

8. Abbott Laboratories

Industry: Healthcare & Pharmaceuticals

Partnership Overview: Abbott Laboratories is a global healthcare leader that develops products and technologies to help people live their best lives through better health. Our partnership with Abbott has focused on automating testing for their eCommerce platforms and improving their content management capabilities, enabling them to deliver better digital experiences to their customers.

Quality Engineering (Test Automation)

Automated Regression Testing for eCommerce Platform

Business Need: Create an automated platform that can run regression tests on multiple eCommerce platforms, eliminating time-consuming manual testing and improving test coverage for each deployment.

Key Challenges:

- Manual regression cycles repeated for every deployment
- Limitation in test coverage due to manual testing constraints
- Need to create test data manually for each test run
- Risk of human error and defect leakage to production
- Multiple platforms requiring consistent testing approach

Solution & Value Delivered:

- Developed a reusable, robust test automation framework for an eCommerce website
- Enabled complete regression testing through end-to-end automated test cases
- Defined test strategy with clear coverage mapping
- Automated test data setup, eliminating manual preparation
- Guided stakeholders in test case selection, ensuring clear test coverage and easy adaptability for other applications

Quantifiable Impact:

- Testing time reduced from 24 hours to just 4 hours (83% improvement)
- Enhanced scalability and reusability of testing assets
- Increased test coverage improving application quality
- Eliminated probability of human error and defect leakage
- Significant efficiency gains in the testing process

Content Management (Digital Experience)

AEM Content Authoring & SEO

Business Need: Simplify Abbott's content management process by developing a comprehensive and robust environment to accommodate business needs and reduce IT team dependency.

Key Challenges:

- Limitations of the existing version of Adobe Experience Manager (AEM)
- Too many dependencies on site owners to get updated content for non-English websites
- Excessive rework required for content management
- Complex content approval workflows and governance
- Limited SEO optimization capabilities in existing implementation

Solution & Value Delivered:

- Initiated requirements gathering while concurrently developing a solution using Adobe Experience Manager (AEM) as the CMS
- Designed site structure and information architecture to build and migrate 40 websites
- Centralized content management for easier updates
- Implemented SEO best practices across the digital ecosystem
- Created streamlined workflows for content creation and publishing
- Established governance processes for content quality and consistency

Quantifiable Impact:

- SEO-optimized websites with latest best practices
- Robust website architectures with single source for managing content
- Simplified multilingual content management
- Reduced dependency on IT teams for content updates
- Improved site performance and search visibility

Technology & Accelerators:

- Test automation framework with reusable components
- End-to-end test case development methodology
- Test data generation and management tools
- Adobe Experience Manager implementation best practices
- Content migration frameworks for large-scale website transitions
- SEO optimization techniques and monitoring tools
- Multilingual content management workflows
- Governance and approval workflow templates

Accion Advantage:

- Deep healthcare domain knowledge applicable to both eCommerce and content
- Expertise in designing test strategies for complex applications
- Experience implementing AEM for global multilingual environments
- Best practices for content migration and management

- Ability to balance automation with human oversight for content quality
- Track record of successful large-scale CMS implementations
- Comprehensive approach to digital experience optimization

9. Kinder Care

Industry: Early Childhood Education

Partnership Overview: KinderCare is a leading provider of early childhood education, offering programs for children from infancy through school age. Our partnership with KinderCare has focused on modernizing their applications and data platforms, enabling them to improve operational efficiency, enhance parent engagement, and optimize their business processes.

Digital Transformation (Enterprise Applications)

Modernization of Legacy App and Data Platforms

Business Need: Implement digital transformation and integration across all business functions to improve operational efficiency across decentralized centers, enhance parent engagement through transparency, and streamline enrollment processes to attract and retain families in a competitive early education market.

Key Challenges:

- Legacy platforms and incompatible technology stacks requiring significant investment and change management
- Distribution of data across legacy and modern systems leading to inconsistencies
- Complications in data governance and regulatory compliance
- Difficulties handling substantial data volume from over 1,500 centers
- Meeting demands for real-time reporting and insights

Solution & Value Delivered:

- Implemented seamless communication through integrated messaging and notifications
- Created self-service portals for billing, scheduling, and feedback, improving transparency and trust
- Integrated CRM to support targeted marketing and personalized follow-ups
- Enhanced parent communication capabilities leading to higher satisfaction and retention
- Developed centralized dashboards providing leadership with visibility across all centers
- Established foundations for forecasting models and advanced analytics
- Implemented solutions for data integration and consistency

Quantifiable Impact:

- 25% reduction in support queries on billing, schedules, payments
- 30% reduction in manual administrative tasks
- Informed, agile decision-making with data-backed visibility across all centers
- Improved parent engagement and satisfaction
- Enhanced operational efficiency through streamlined processes

Technology & Accelerators:

- Modern application frameworks for user-friendly interfaces
- Integration middleware for connecting disparate systems
- Data consolidation and governance frameworks
- Dashboard development tools for business intelligence
- Mobile-optimized interfaces for parent engagement
- Secure communication channels for sensitive information
- Database optimization techniques for improved performance

Accion Advantage:

- Complete ownership (Support, Maintenance, Documentation, Upgradation) of Legacy Systems
- Design/Architectural support for the modernization roadmap
- Recognition from client for delivering value to business stakeholders
- Experience with educational sector requirements and regulations
- Expertise in modernizing systems while maintaining business continuity
- Data integration capabilities across diverse platforms
- User-centered design approach for both internal and external stakeholders

10. Cinch Home Services

Industry: Home Warranty and Services

Partnership Overview: Cinch Home Services is a leading provider of home warranty solutions with over 45 years of experience, offering protection plans for homeowners to cover repairs and replacements of home systems and appliances. Our partnership with Cinch has focused on technology modernization to support their growth objectives, improve performance, and increase speed to market.

Digital Transformation (Technology Modernization)

Tech Modernization for Growth, Performance & Speed

Business Need: Modernize Cinch's technology stack to ensure architecture, scalability, and quality of solutions while optimizing IT costs without limiting progress.

Key Challenges:

- Mendix low-code platform dependencies creating substantial licensing costs
- Need for 24x7 uptime of key systems

- Outdated applications requiring modernization
- Technical debt in microservices architecture
- High severity tickets from users affecting satisfaction
- Balancing cost optimization with transformation pace

Solution & Value Delivered:

- Migrated critical Agent, SP Web, and Cinch Pro Mobile applications from Mendix to Angular
- Modernized My Account (customer-facing) application UI/UX
- Refactored microservices by upgrading Java and Springboot
- Migrated field service management tools to more sustainable platforms
- Mitigated ServiceBench dependencies
- Implemented CCaaS (Contact Center as a Service) migration
- Created standard UI components to improve adoption and faster integration

Quantifiable Impact:

- Savings of > \$1.2 million yearly on Mendix low code platform licensing
- Reduction in Severity 1 issues from users post-migration
- Increased user adoption rate (exceeding 80%)
- Reduction in technical debt
- Excellent user experience with modern interfaces
- 99% uptime for critical systems
- Enhanced flexibility with Angular-based architecture

Technology & Accelerators:

- Angular framework for frontend development
- Java and Springboot for microservices architecture
- AWS API Gateway and Lambda for serverless components
- Redis, Oracle, Postgres for database technologies
- Kafka for event-driven architecture
- Snowflake for data warehousing
- Auth0 for identity management
- DevOps automation for continuous deployment

Accion Advantage:

- Strategic partnership spanning multiple years
- Angular expertise and Center of Excellence capabilities
- Proven track record in migrating applications from low-code platforms
- Expertise in enhancing application efficiency and performance
- Ability to create customized solutions meeting specific business needs
- Experience ensuring minimal disruption during complex migrations
- Comprehensive approach to technical debt reduction
- Focus on user experience alongside technical improvements

