

Key Projects Case Studies - April, 2025

International Atomic Energy Agency: Electronic Safety Standards

Streamline and simplify the process of creating and maintaining the collection of documentation related to Nuclear Safety Standards (NSS)

BUSINESS NEEDS

The project aims to leverage IAEA's comprehensive safety standards to establish a globally recognized framework for radiation risk protection and environmental safety.

KEY CHALLENGES

The manual document creation and publishing process lacked collaboration, version control, and modular review capabilities, leading to inefficiencies and inconsistencies.

Absence of integration between safety standards and a centralized repository resulted in difficulty tracking revisions and missing key publications.

TECHNOLOGY / ACCELERATORS



VALUE-ADD

Secure, audit-cleared platform designed per IAEA guidelines with centralized governance and user-friendly, collaborative publishing and review capabilities.

Standardized, configurable publishing system with consistent styling, formatting, and workflow-based revisions to streamline content creation and approvals.

Scalable solution already adopted by NS and NE tenants, with strong reporting engine and more tenants onboarding in upcoming months

IMPACT DELIVERED

40 %

Reduction in operational cost

Designed and developed as per stringent security guidelines of IAEA

ACCION FACTOR

Positioned Accion as a preferred choice for solution delivery among competing providers.

Built Accion's Penetration from the ground up, contributing to a robust cybersecurity framework.

IAEA: Info Systems for Regulatory Control Programs

The RAIS platform provides a comprehensive regulatory framework covering national infrastructure, facilities, radiation sources, authorization, inspection, enforcement, workers, radiation events, and more.

BUSINESS NEEDS

Modernize the legacy RAIS platform—an outdated yet powerful regulatory system for atomic energy—by overcoming its technical, architectural, and UX limitations.

KEY CHALLENGES

Needed a customizable, secure system aligned with global/local regulations, supporting diverse regulatory body sizes and complex process requirements.

Existing RAIS lacked modern features, advanced search, document management, and integration readiness for other government systems handling radiation data.

TECHNOLOGY / ACCELERATORS



VALUE-ADD

RAIS 4.0 offers tools to create custom entities, forms, and workflows tailored to each country's regulatory process needs.

Built-in query and report designers empower users to build, edit, and generate insights through dynamic, configurable data queries.

RAN Builder automates regulatory number generation using dynamic data, ensuring consistency and compliance across workflows and reports.

IMPACT DELIVERED

80 +
Member states use the platform regularly

75%
Users have customized the system to meet their specific regulatory information needs

ACCION FACTOR

Delivered one of the largest fixed-price projects in Accion's benchmark for scale and execution.

Its modular design allows customization to fit each Member State's legal and regulatory needs.

Abbott: Automated Regression Testing Suite for eCommerce Platform

For a global healthcare giant specializing in research & development, generic pharmaceuticals, diagnostics ,medical devices and nutritional products

BUSINESS NEEDS

The client had multiple ecommerce platforms and for every new enhancements/deployments they had to execute regression test suite manually which was very time consuming. This created the need for an automated platform that could run regression tests on multiple platforms

KEY CHALLENGES

- Manual regression cycles repeated for every deployment
- Limitation in test coverage due to manual testing
- Creating test data manually for each run
- Eliminate probability of human error and defect leakage

TECHNOLOGY / ACCELERATORS



SOLUTION

Developed a reusable, robust test automation framework for an eCommerce website, enabling complete regression testing through end-to-end automated test cases

Defined test strategy, automated test data setup, and guided stakeholders in test case selection, ensuring clear test coverage and easy adaptability for other applications

IMPACT DELIVERED



Testing time reduced from 24 hours to 4 hours



Scalability, reusability, increased test coverage improved application quality

Abbott: AEM Content Authoring & SEO

For a global healthcare giant specializing in research & development, generic pharmaceuticals, diagnostics ,medical devices and nutritional products

BUSINESS NEEDS

The client was looking for simplifying their content management process, as the existing process was tedious and time consuming. Hence, there was a need for developing a comprehensive and a robust environment to accommodate the needs of the business and reduce the IT team's dependency

KEY CHALLENGES

- Limitations of the existing version of AEM
- Too many dependencies on the site owner to get the updated content for non-English websites and a lot of rework was required

TECHNOLOGY / ACCELERATORS



Adobe
Experience
Manager



Adobe
Analytics



SOLUTION

Initiated requirements gathering while concurrently developing a solution using Adobe Experience Manager (AEM) as the CMS to streamline content updates

The team designed the site structure and ideas to build and migrate 40 websites from scratch into the CMS for easier content management

IMPACT DELIVERED



SEO optimized websites with latest practices



Robust website architectures with single source for managing content

Finvi:

Velosidy – Redefining Collections Innovation

BUSINESS NEED

Despite an existing suite of collection products, **Finvi** critically needed to develop an **ultimate collection tool** to significantly boost revenue by optimizing payment likelihood across diverse customer segments. This also involved a strategic demand to reduce operational costs through automation and modernize an outdated product infrastructure for scalability, a task **Accion** was brought in to deliver.

KEY CHALLENGES

The project faced significant hurdles, including a complex, large-scale **cloud migration (AWS to OCI)**. Developing highly accurate, nuanced **AI/ML predictive models** for varied customer payment behaviors was a core challenge. This was compounded by a complete **rewrite and modernization of a critical legacy product** and the seamless **integration of advanced AI** into a SaaS platform.

TECHNOLOGY / ACCELERATORS



VALUE-ADD

- Modernized Product Ecosystem:** Successfully revamped the legacy parity product into the **Finvi Advanced Segmentation product**, ensuring future scalability and agility.
- SaaS AI Integration:** Successfully integrated advanced AI into a SaaS product, providing cutting-edge capabilities.
- EDI Parser Data Collection:** Established robust data collection for HCx via **EDI file formats**, crucial for healthcare analytics.
- Automated Operations:** Transformed manual job processing into a fully automated, self-handled system.



10% Increase in Revenue: Velosidy SaaS AI Integration directly led to a significant revenue boost.



Reduced Cost of Ownership: Automation and modernization efforts substantially decreased overall operational costs.



Enhanced Payment Predictions: Delivered highly accurate **Propensity to Pay** models (Consumer & Medical) and **Best Time/Channel to Call/Collect**, optimizing collection strategies.

IMPACT DELIVERED



Strategic AI-Driven Growth: Transformed collection strategies through intelligent AI, driving both cost reduction and revenue growth.



Seamless Cloud & Data Modernization: Executed complex cloud migrations and modernized data architecture for future-proof solutions.



End-to-End Automation Excellence: Achieved full automation of critical processes, enhancing efficiency and reliability.

LEADVENTURE : Provide Virtual Showroom Experiences

Product Development and maintenance of the Virtual Showrooms, and providing visualization experiences, enabling clients with a 360° visualization of vehicles online, to help decisioning faster

BUSINESS NEEDS

Build and maintain applications that enable digital storefronts for dealers, and virtual provide walkaround experiences of vehicles, including interiors, directly from a phone

KEY CHALLENGES

Building a new-age application that needs to work seamlessly with legacy applications

Lack of applications documentation with high dependency on individual resources for knowledge

Creating 360° internal view required specialist cameras

TECHNOLOGY / ACCELERATORS



VALUE-ADD

Delivered the ability to capture consistent and high-quality images and videos of inventory units.

Application that creates attention-grabbing 360° virtual walkaround experiences of vehicles, including interiors, directly from your phone, and transferring this to the CRM application

IMPACT DELIVERED



This delivery led to the modernization exercise of the DMS software



Ability to extend this functionality to other use-cases that need extensive visualization, like interior design



Anyone can capture the 360° view using mobile app, without special equipment

ACCION FACTOR

Delivered huge impact with a small team, leading to other RFP opportunities

Recognized by client for delivering huge value to their clientele

LEADVENTURE: Building the Hub of the non-franchise auto dealership ecosystem

Product Development and maintenance of software products for the market-leading provider of digital solutions for vehicle dealerships

BUSINESS NEEDS

The client had a plethora of software products on legacy platform that needed regular enhancements and maintenance, fueling the success of over 40,000 dealers across the US

KEY CHALLENGES

Legacy codebase on old, deprecated technology, creating challenges in maintenance and enhancements

Client's Inability to build and scale the team in the US and in India due the unavailability of skills, resource costs and training challenges

Lack of proper knowledge repository and agile practices

TECHNOLOGY / ACCELERATORS



VALUE-ADD

- Launched a pilot with a structured training framework. Demonstrated ability to hire and retain resources
- Internalized application, codebase, domain knowledge, and production processes. Built reusable assets for long-term viability
- Stabilized and enhanced a complex desktop application

IMPACT DELIVERED

- Built a 12-member team in under 2 months, as a pilot. This team grew to 30 people in 18 months
- New resources are fully trained within 2 weeks
- Created reusable training material for 30-year old, legacy tech stack
- Created reusable knowledge repository that resides in client network

ACCION FACTOR

40% margins through retrained resources and reusable framework, and no attrition in 2 years

Access to other subsidiaries, leading to Accion becoming the preferred partner for product development and maintenance

LEADVENTURE : Define seamless Path-to-Production: DevOps

Automation of the process to build and deploy code to production, across various work streams

BUSINESS NEEDS

Streamlining the build and deploy operations, and implementing infrastructure as code, facilitates continuous integration, continuous testing, and continuous deployment, enabling development and operations teams to work together more cohesively

KEY CHALLENGES

Legacy codebase on old, deprecated technology, creating challenges in automation

Lack of documentation and resident knowledge of the applications that were earmarked for automation

TECHNOLOGY / ACCELERATORS



TFS



Azure DevOps



Terraform



Bitbucket

VALUE-ADD

Complete automation of the path-to-production, for all the ten workstreams that Accion Labs is responsible for

Documented the tribal knowledge residing in key individuals within the client ecosystem, and ensured that most of this was automated and generally available

Implemented infrastructure-as-code leading to efficient use of infrastructure

IMPACT DELIVERED



Improved code quality and time to deploy code to production



Mature, predictable process ensuring fault tolerance, removing dependency on people

ACCION FACTOR

Reduced spend on infrastructure and resources, leading to commendation from client

Ensured adherence to system uptime SLAs, predictability and availability, leading to customer delight

Veracode: Scaling R&D and Modernizing AppSec Platforms

BUSINESS NEED

Veracode set out to accelerate its product roadmap and modernize its core platform while overcoming limited development bandwidth due to rising support demands. Key challenges included the need for 24x7 global support, modernizing outdated UI frameworks, reducing L1/L2 ticket volumes, and seamlessly integrating newly acquired platforms.

KEY CHALLENGES

Need to scale distributed cloud-native engineering teams while accelerating AWS maturity and adoption. Reduction in L1/L2 ticket volume, improved developer experience. Build a self-service data platform, delivering enhanced performance, robust analytics, and advanced reporting capabilities.

TECHNOLOGY / ACCELERATORS



VALUE-ADD

Distributed Team Setup:

- Established extended engineering centers in Prague (CZ) and Bengaluru (India), scaling to 125 engineers across geographies.

Modernization Initiatives:

- Enabled AWS cloud maturity and adoption.
- Deployed standardized UI components to simplify integration and improve developer experience.
- Built a self-service data platform offering high performance, analytics, and robust reporting.

Customer Support Optimization:

- Reduced L1/L2 support tickets through automation and improved processes.
- Enabled better integration of newly acquired platforms into core engineering systems.

IMPACT DELIVERED



Time to Market Reduced by 40%



Improved Developer Experience



Reduced L1/L2 Ticket Volume



Improved Innovation Velocity by 30%



Faster response times and enhanced product experience.



The distributed model enabled seamless growth and team ramp-up for future initiatives.

ACCION FACTOR

CISION : AI driven PR content approval workflow (Cision France)

Cision ingests and indexes media content from various sources to make it searchable for users. To ensure relevance, human validators currently review and filter out false positives. A process known as Reading. This feature aims to intelligently reduce, and ultimately eliminate, the need for manual curation by automatically excluding universally irrelevant content from the system before it reaches validation.

BUSINESS NEEDS

Reduce manual effort in the content validation process by minimizing the volume of irrelevant indexed media. 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 currently required

TECHNOLOGY / ACCELERATORS



VALUE-ADD

Significant reduction in operational costs by limiting manual content validation.

Faster content delivery to customers by streamlining the validation process.

IMPACT DELIVERED

99%
CORRECT PREDICTION

approx **113K dollars**
savings on annual basis

ACCIÓN FACTOR

AI Implementation and improvement

CISION : Re-engineering of Distribution Platform

description : Re-engineering of legacy platform

BUSINESS NEEDS	Existing Distribution platform not ready to handle the changing business needs and expected growth.			
KEY CHALLENGES	<p>Multiple technology stack Fragile Infrastructure Requiring constant human intervention</p> <p>Dated UI/UX not flexible and customizable for changing customer needs</p> <p>Manual & lengthy deployment process resulting in infrequent release cycles compounded by dependency on Earnings Freeze periods</p> <p>Inability to scale up easily to support expected customer growth</p>			
TECHNOLOGY / ACCELERATORS	      			
VALUE-ADD	<p>Discovery workshop</p> <ul style="list-style-type: none">Finalized re-engineering tenets & Architectural Best practices – Loosely coupled components, Event Driven integrations, Containerized & Cloud Agnostic infrastructure, API abstraction & Gateway, Automated CI/CD, Centralized monitoring & LoggingPresented a phased implementation approach after a detailed study of all applications, integration points, work flows and pain points. <p>Implementation</p> <ul style="list-style-type: none">Setup development teams to work as per Business team's pace and priorities following client's PI cadence.Implemented automated CI/CD processes, Centralized Monitoring & logging, Cloud agnostic micro services based platformSeamless side by side operation of legacy & new platforms with phased migration of			
IMPACT DELIVERED	<p>60 % reduction in average Production release rollout time with zero downtime</p> <p>Smooth transition of new platform from AWS to GCP with a week's effort</p> <p>Platform easily handled 35% more orders</p>			
ACCION FACTOR	<p>CTO organization's involvement in discovery workshop.</p> <p>Breeze Architecture Blueprint</p> <p>Helped unlock more opportunities for Accion in other client business units</p>			

CISION : Generative Engine Optimization (GEO)

description : Researching on traffic generated from different LLM and Generative AI Agents to PRNewswire articles

BUSINESS NEEDS

As part of Digital Marketing Analysts for PRNewswire – there is a rising expectation from the end users (Authors) to ensure their articles are picked by LLMs and listed in the generated content

KEY CHALLENGES

LLMs are emerging as an alternate medium for journalists to get relevant content directly over search engines like Google, Bing etc.

For PRNewswire.com, there is a rising need to understand and report LLM traffic and engagement of users as well along with search engine traffic

TECHNOLOGY / ACCELERATORS



Adobe
Analytics



VALUE-ADD

Early observation of shifting end-user behavior in engaging with PRNewswire content and highlighting need to address LLM traffic ranking along with Ad ranking in Search Engine

Research in progress for analytics workflow automation using AI Agents

IMPACT DELIVERED

>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 use to engage better with customers

ACCION FACTOR

Knowledge of Digital Marketing and user behavior analysis

Critical analysis and knowledge of PRNewswire in search engine & deep understanding of LLM behavior

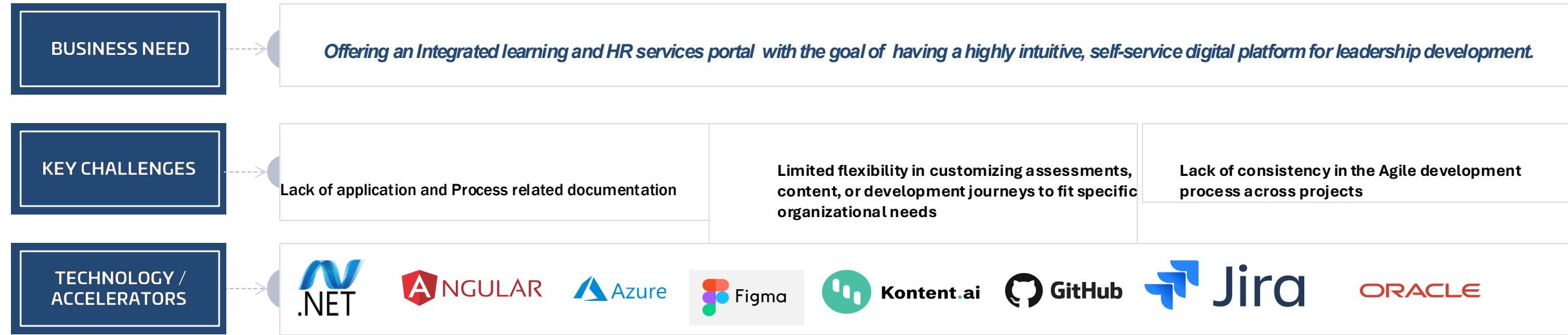
CISION : Product Consolidation – MultiVu Integration with Media Rooms

description : Migration and integration of MultiVu product workflow into Media Rooms application

BUSINESS NEEDS	MultiVu and Media Rooms shared similar features. There was a need to consolidate the two products to save operational costs.		
KEY CHALLENGES	MultiVu is built using Java and Angular tech stack and hosted in AWS while Rooms is a core PHP + HTML tech stack hosted On-prem	Additional feature to be integrated in Rooms – Multi-channel News Releases which involved various dependencies and the complex implementation (no documentation)	
TECHNOLOGY / ACCELERATORS	 The logo for the Ruby on Rails framework, featuring the word "RAILS" in a bold, red, sans-serif font with a semi-circular red graphic above it.		
VALUE-ADD	<p>Instrumental in initial research, design and architecting the MNR flow in Media Rooms</p> <p>End-end implementation, MultiVu customers data migration and provided walkthrough to the support team for using Rooms within 6 months</p>		
IMPACT DELIVERED	Savings in AWS and operations cost of MultiVu application ~50K USD per annum	Support to ~600 MultiVu clients through Rooms interface	End-end analysis, engineering, development and support (4 team members)
ACCION FACTOR			Strong technical and Product knowledge of both applications from the teams

Case Study : Learner Portal Product Development for Human Resources Services (DDI)

Integrated learning and HR services through an intuitive, self-service platform for leadership development.



VALUE-ADD



Implemented a unified URL for all clients, enabling access to subscribed, client-specific content via SSO or credential-based login.



Designed and implemented content flagging to notify users of new or outdated materials, helping prioritize training more effectively.



Automated the expired subscription renewal process, eliminating the need for manual handling.

IMPACT DELIVERED



Reduced manual effort by 40% through unified URL access, auto-renewal, and process automation.



Minimizes the risk of overlooking essential trainings

ACCION FACTOR



In-depth product knowledge has enabled client to confidently entrust the Accion team with end-to-end ownership of the application development.



Accion team conducted performance testing training for QA teams across all projects.

Case Study : Developed an analytics platform on Azure Databricks(DDI)

Unified Analytics Platform developed to address the Data Engineering needs for one of the biggest Human resources and leadership development consultancy in USA



VALUE-ADD	IMPACT DELIVERED	ACCION FACTOR
 <p>Unified Analytics Platform on Azure Databricks was built by sourcing and ingesting data from multiple sources; creating Power BI dashboards to visualize the data across all the sources</p>	 <p>10x On demand and auto scalable faster execution of data pipelines</p>	 <p>Unified Analytics Platform enhanced with integrated data sources and reporting, driving client insights, subscription growth, and efficient data operations.</p>
 <p>Provides a 360-degree view of the clients, the products they purchased and their interactions with the customer</p>	 <p>30% Reduction in data infrastructure costs using serverless compute</p>	 <p>One of the strategic partner for the client with an association over 5+ years</p>
 <p>Developed a new subscription data model for the business, enabling powerful business insights through advanced Power BI reports leveraging the Unified Analytics Platform repository</p>		

CINCH Home Services : Tech Modernization

Cinch Home Services is a home warranty company with 45 years of experience, offering protection plans for homeowners to cover repairs and replacements of home systems and appliances.



PROBLEM

Transform: Modernize the Technology for Hyper Growth, Performance and Speed to Market in Support of Business Objectives

Delivery Prowess: Ensure Architecture, Scalability and Quality of Solutions

Efficiency: Optimize IT cost to serve and transformational efficiency, while not limiting progress



CLIENT SPEAK

"A strong, stable and nimble Tech stack is foundational to enable Cinch to stay competitive in a rapidly evolving digital landscape and deliver the best possible customer experience"

Adam Aharonoff (CTO)



SOLUTION

Mendix Dependency Mitigation by migrating the critical Agent, SP Web and Cinch Pro Mobile applications to Angular

My Account (Customer facing) application modernization (UI/UX)
Refactoring of Microservices – Upgrading Java and Springboot
Field Service Management tool migration

ServiceBench Dependency Mitigation
Contact Center as a Service (CCaaS) Migration



SERVICE LINES

Product Engineering
Data & Analytics
Salesforce



VALUE

Savings of > \$ 1.2 Mil yearly on Mendix low code platform
Reduction in Severity 1 issues from the Users post migration
Increase in the User Adoption rate (Excess of 80%)
Reduction on Technical Debt
Excellent User Experience
Standard UI components to improve adoption and faster integration



TIME TO VALUE & SCALE

Ongoing since 2019
Steady State since 2024 : INDIA (35), Onshore (06)



ENVIRONMENT

Java, Springboot, AngularJS, AWS API Gateway, AWS Lambda, Redis Oracle, Postgres, AWS, Kafka, Snowflake, Liferay, Auth0



ENGAGEMENT

Multi Year EDC Setup.

CINCH:Tech Modernization for Growth, Performance & Speed

BUSINESS NEED

CinC key objective is to modernize their technology by ensuring Architecture, Scalability and Quality of solutions. Key challenges included the need for 24x7 Uptime of the key systems, modernizing outdated applications, reducing technical debt by refactoring microservices, optimizing IT costs and reducing high severity tickets from the Users.

KEY CHALLENGES

Migrating from Mendix Low code platform which was costing > \$ 1.2 Mil per year to a stable/widely accepted opensource technology like Angular in a less than 6-month timeline. 3 core applications that impact the business were migrated between Feb '24 till Aug '24

TECHNOLOGY / ACCELERATORS



VALUE-ADD

Successful Migration: Migrated customer's application from Mendix low-code platform to Angular, resulting in significant licensing cost savings

Improved Efficiency: Enhanced application performance and efficiency, leading to better user experience and reduced maintenance efforts



Customization and Flexibility: Angular's flexibility enabled tailored solutions, meeting customer's specific business needs

Seamless Transition: Ensured minimal disruption to business operations during the migration process



Improved Performance: Enhanced application efficiency

Increased Flexibility: Customized solutions.

Enhanced User Experience: Better application performance

IMPACT DELIVERED



> \$ 1.2 Mil per Year
Cost Savings on Mendix Licensing Costs
99% Uptime



Increased Flexibility with Angular
Enhanced User Experience on Ionic Mobile

ACCION FACTOR

Angular Expertise and CoE:
Proven expertise in Angular development

Migration Services:
Successful track record of migrating applications from low-code platforms

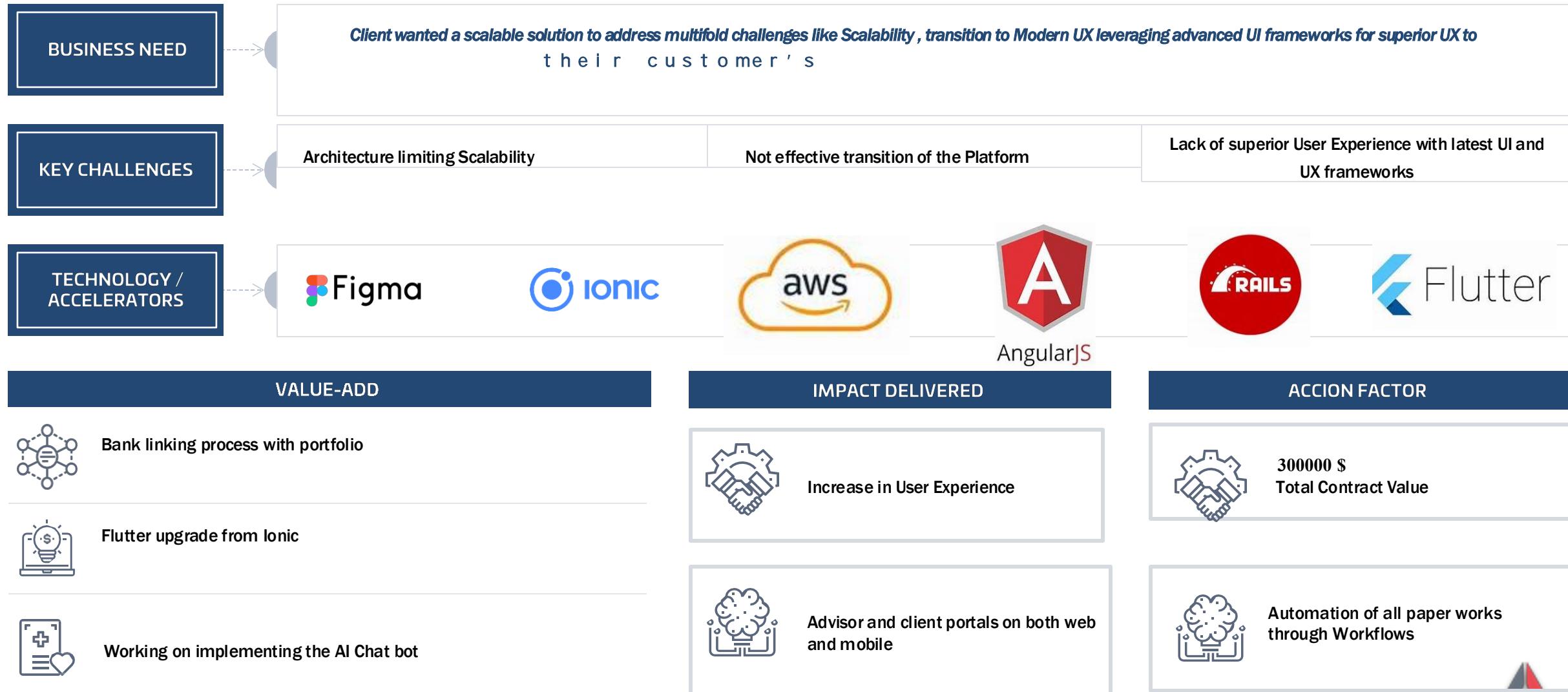


One of the strategic partner for the client with an association over 5+ years



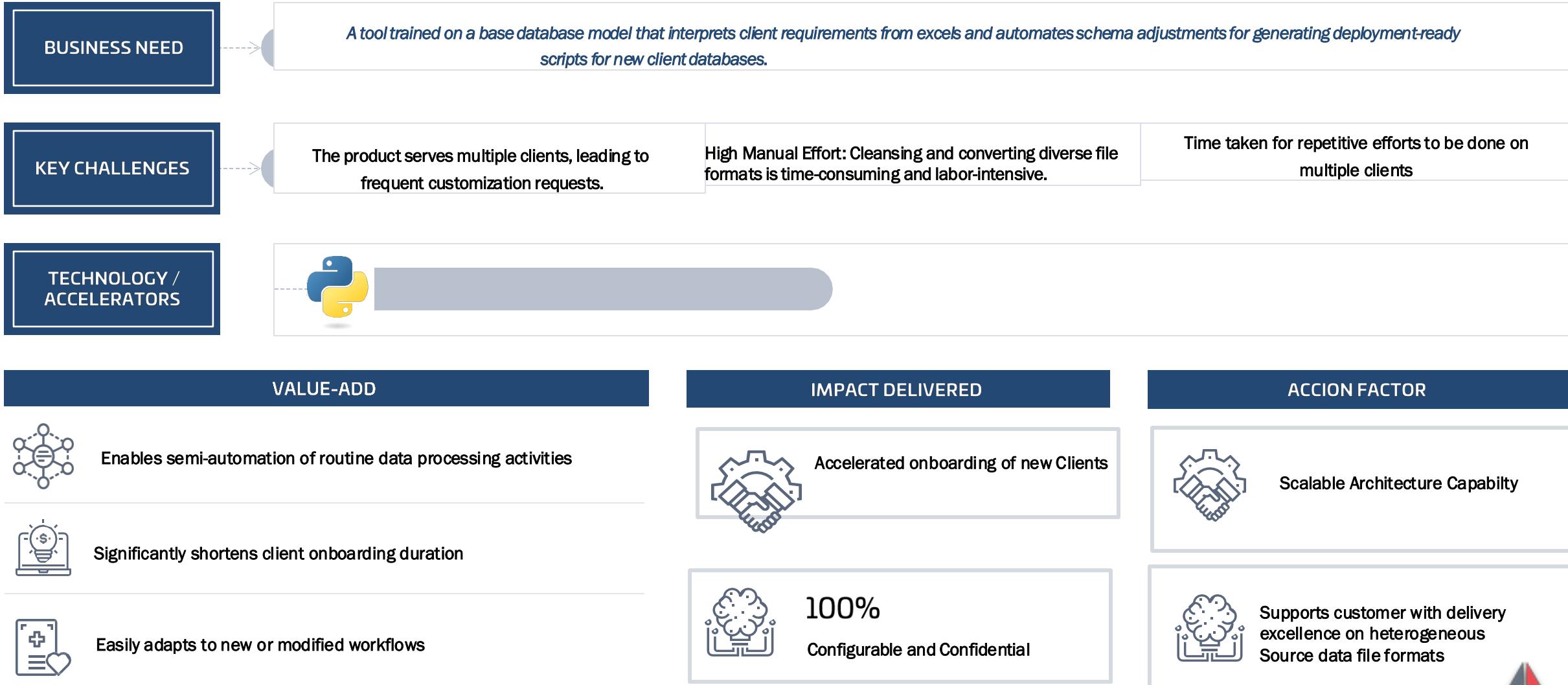
OWL INVEST: Integrated Wealth Management Portal

Product Development for the Top 100 on the 2024 Financial Advisor RIA Ranking



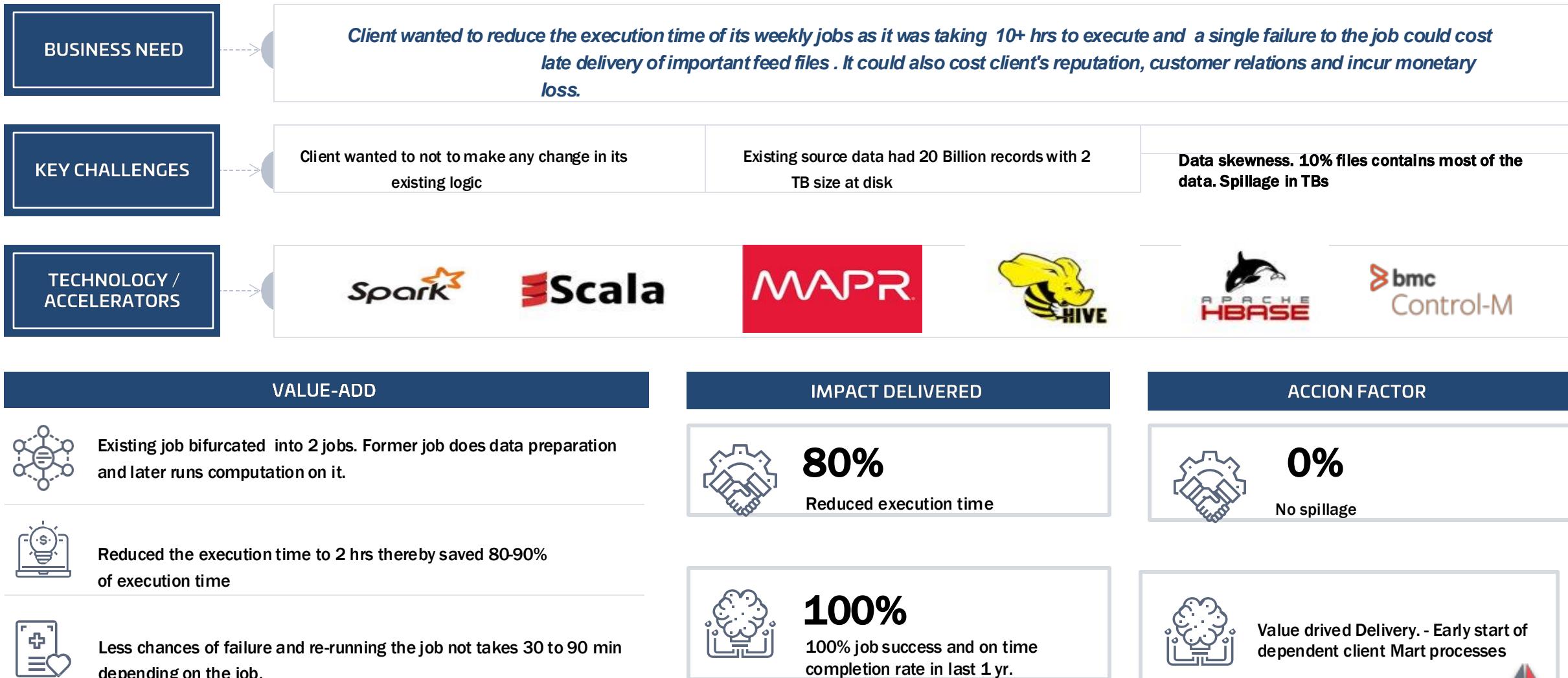
MSA: ETL Automation

Schema-Aware Script-Generation for Rapid Deployment

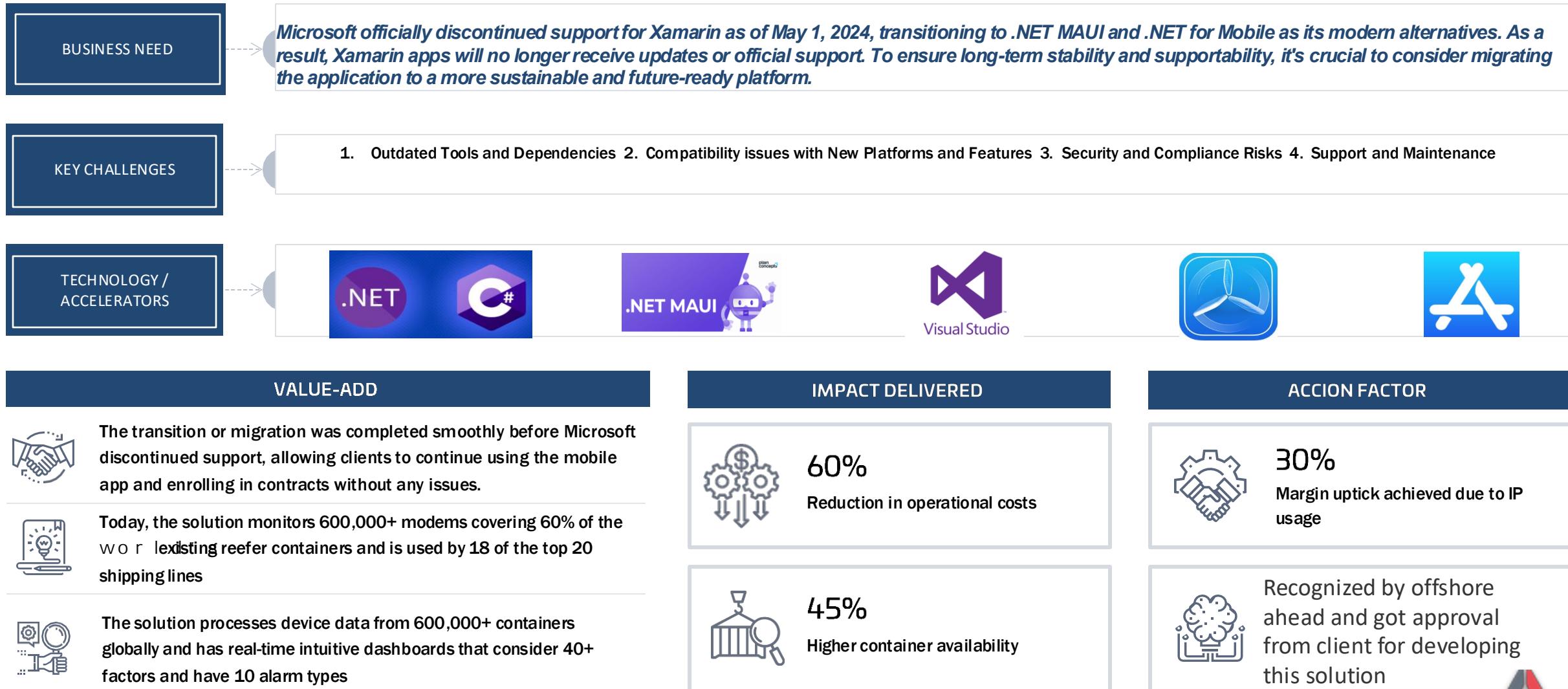


MSA: Efficiency by optimising critical job - MSA

Handling POS Retail Scan Solution Program for US based Analytics Company



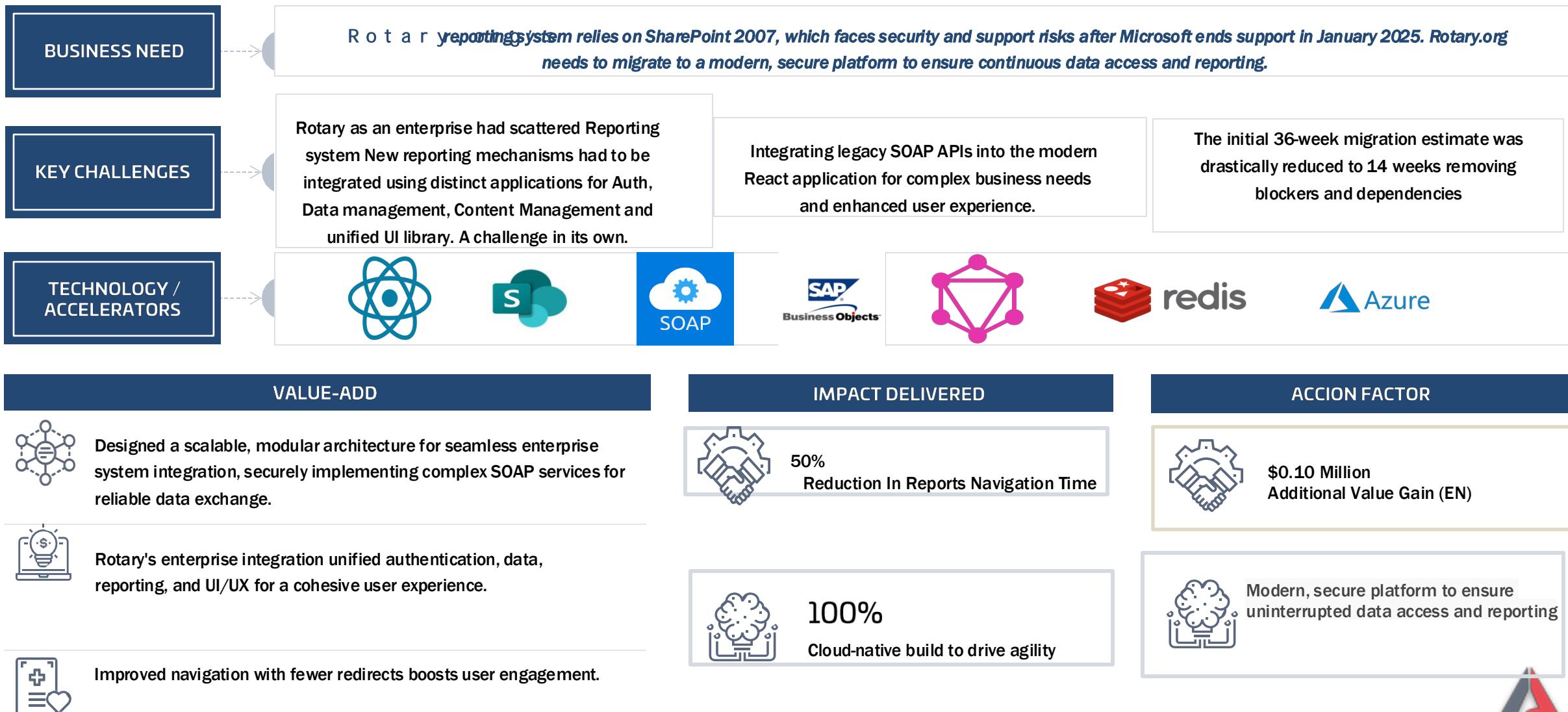
MSA: Xamarin.iOS Migration to .Net iOS





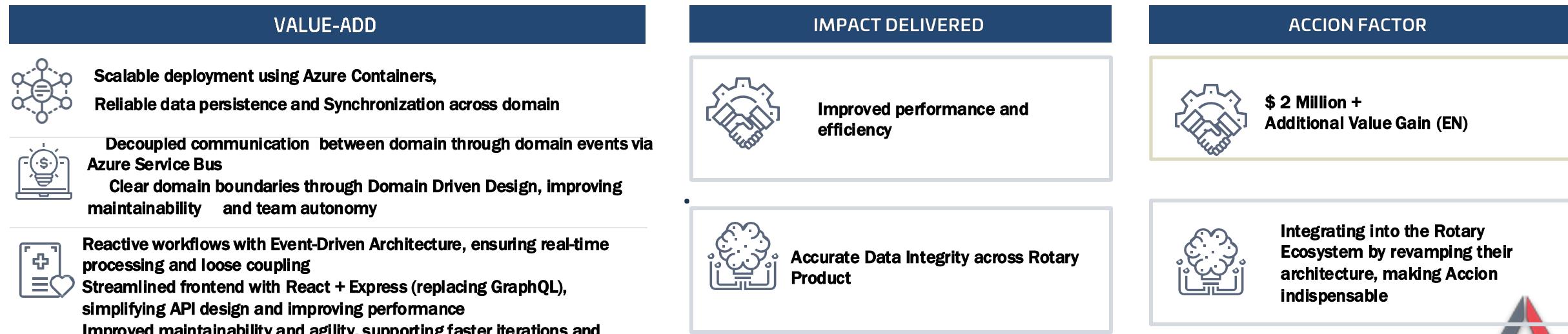
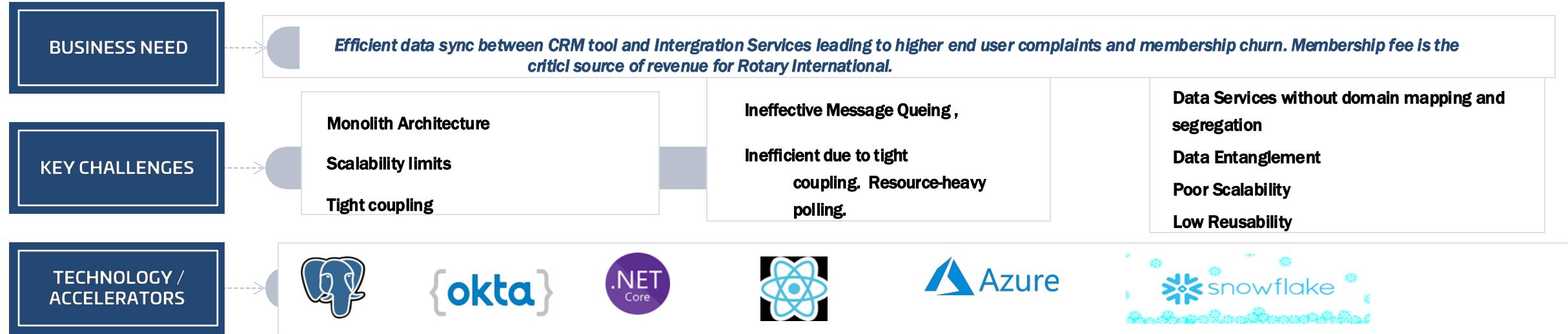
ROTARY : SharePoint Migration - Rotary

SharePoint 2007 to React migration



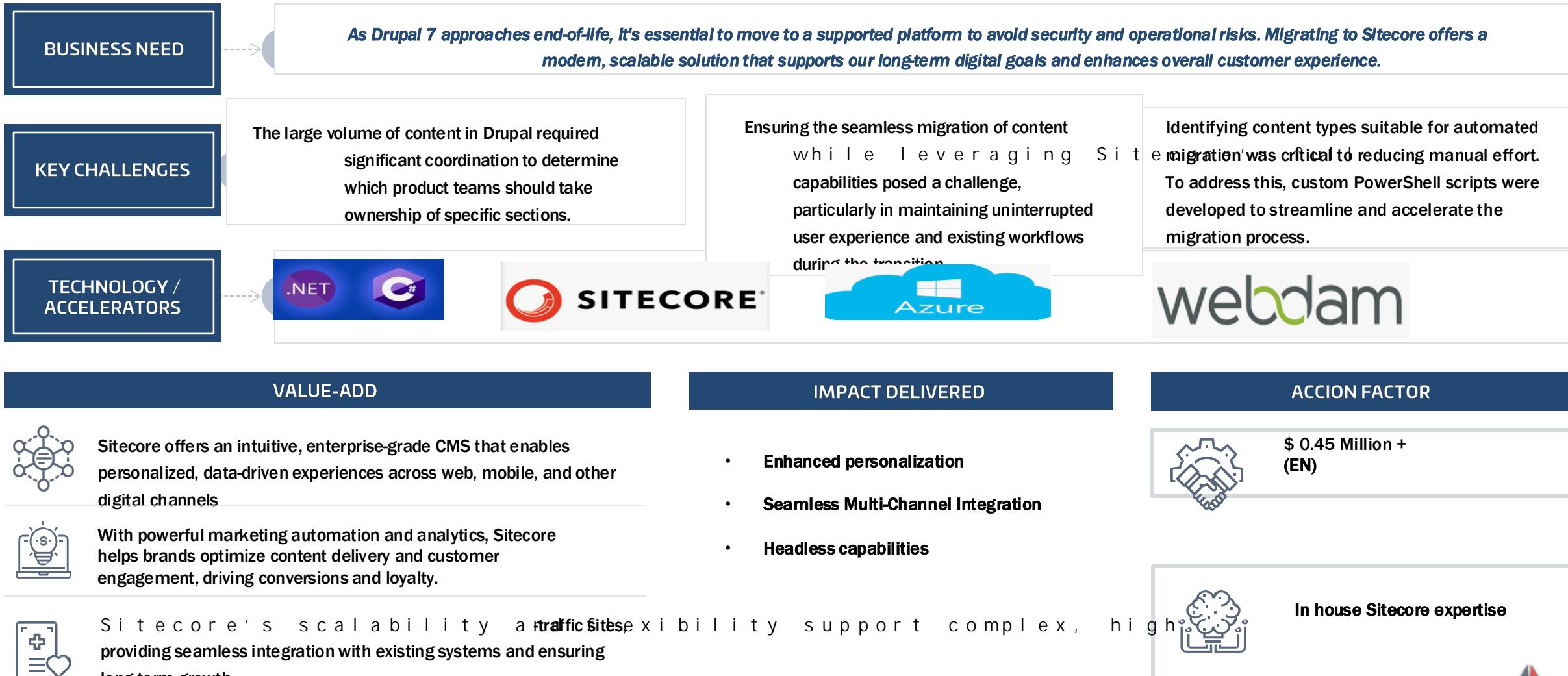
ROTARY : Microservices with Domain Driven Design & Event Driven Architecture

Architecture Revamp for US Based NGO - Rotary



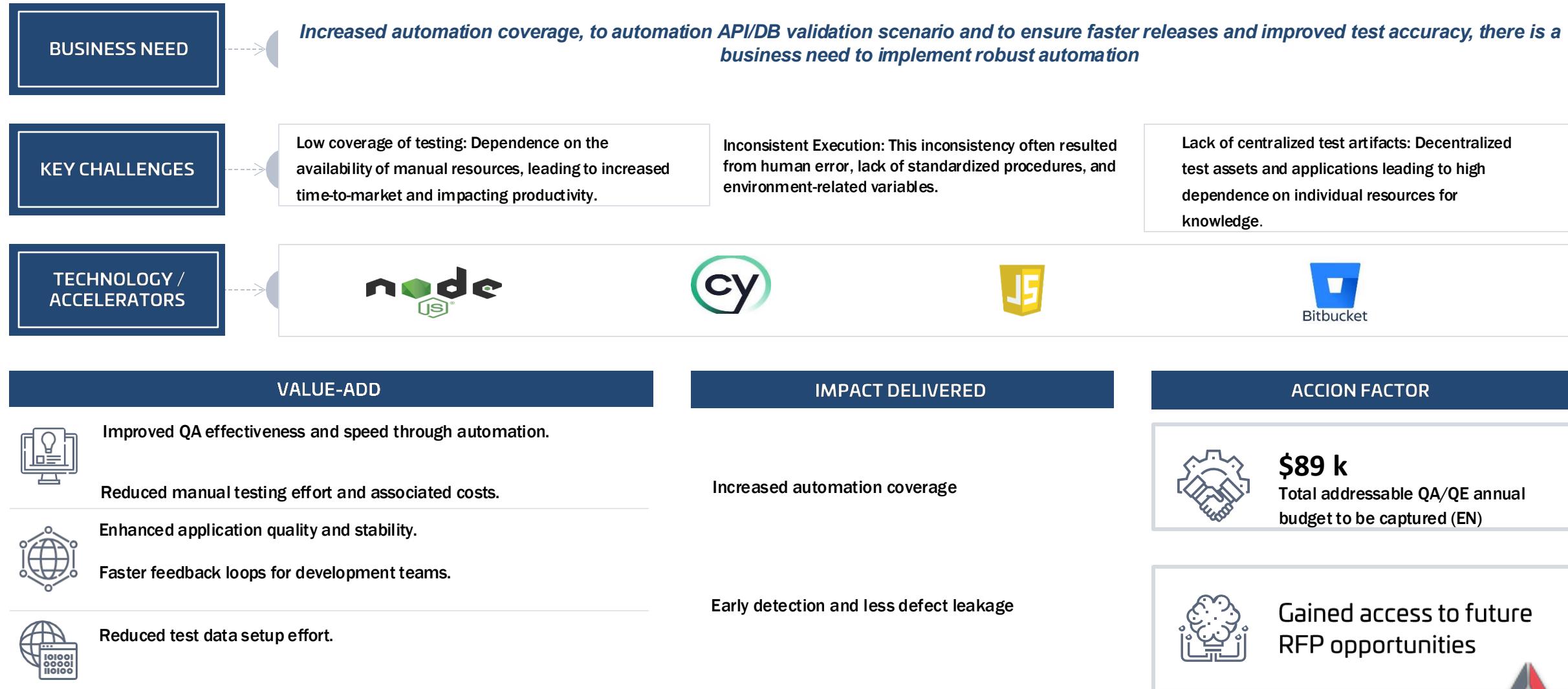
ROTARY : Sitecore Portal Development

CMS Migration for US Based NGO



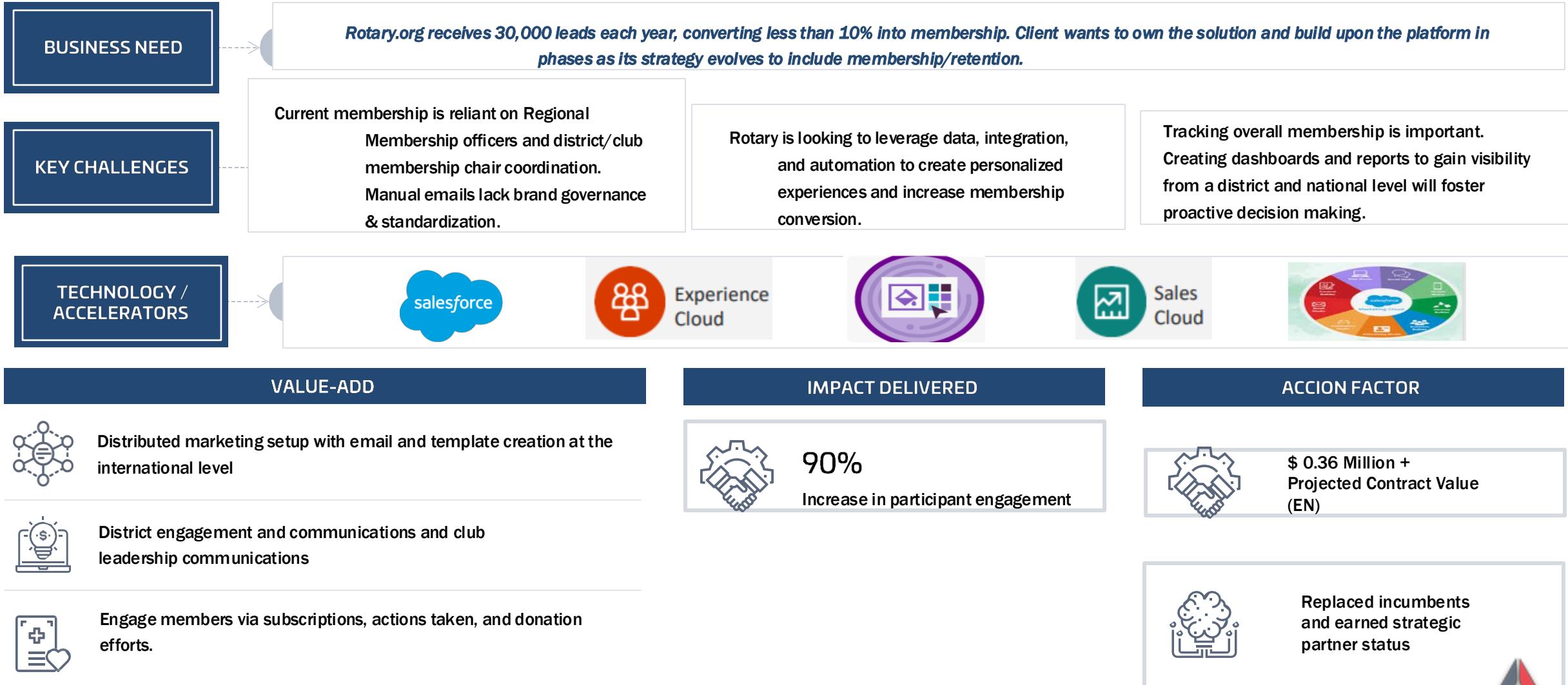
ROTARY: Transformation of QA ECO System And automation using Cypress

QA Transformation For a Top NGO in USA



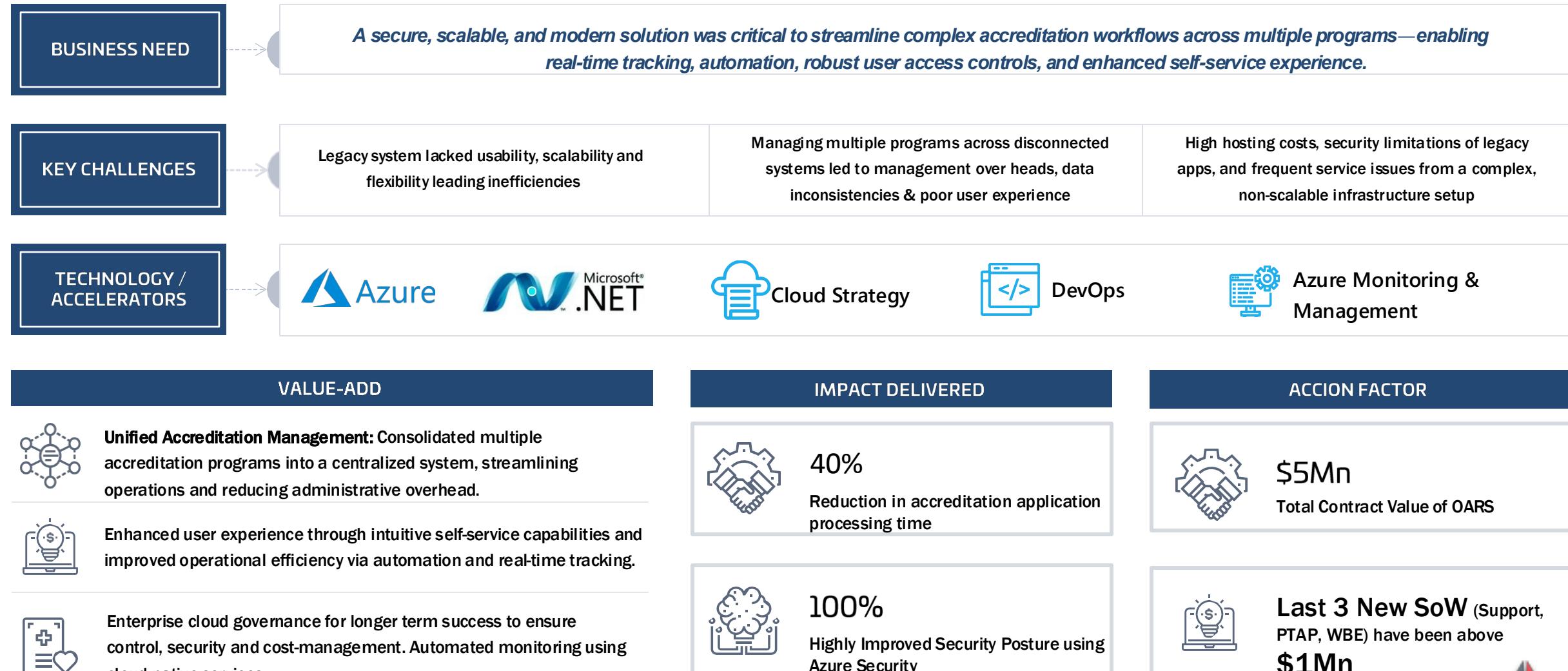
Rotary : Transformation of Leads project (Salesforce) - Rotary

Product Development for US Based NGO



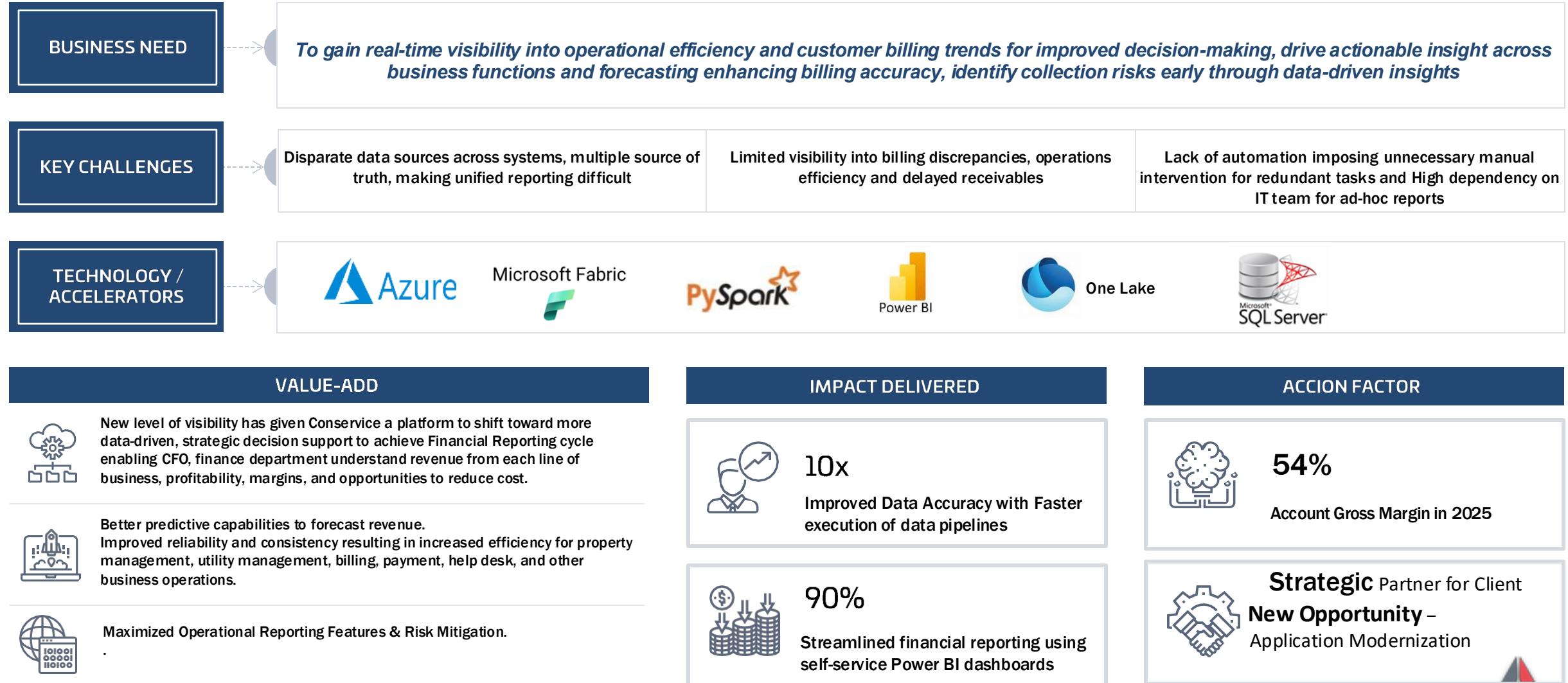
ANA : Operational Excellence through Accreditation Platform Modernization

Modernizing Accreditation Systems for a leading U.S. healthcare organization representing 4+ million nurses and driving key national accreditation programs.



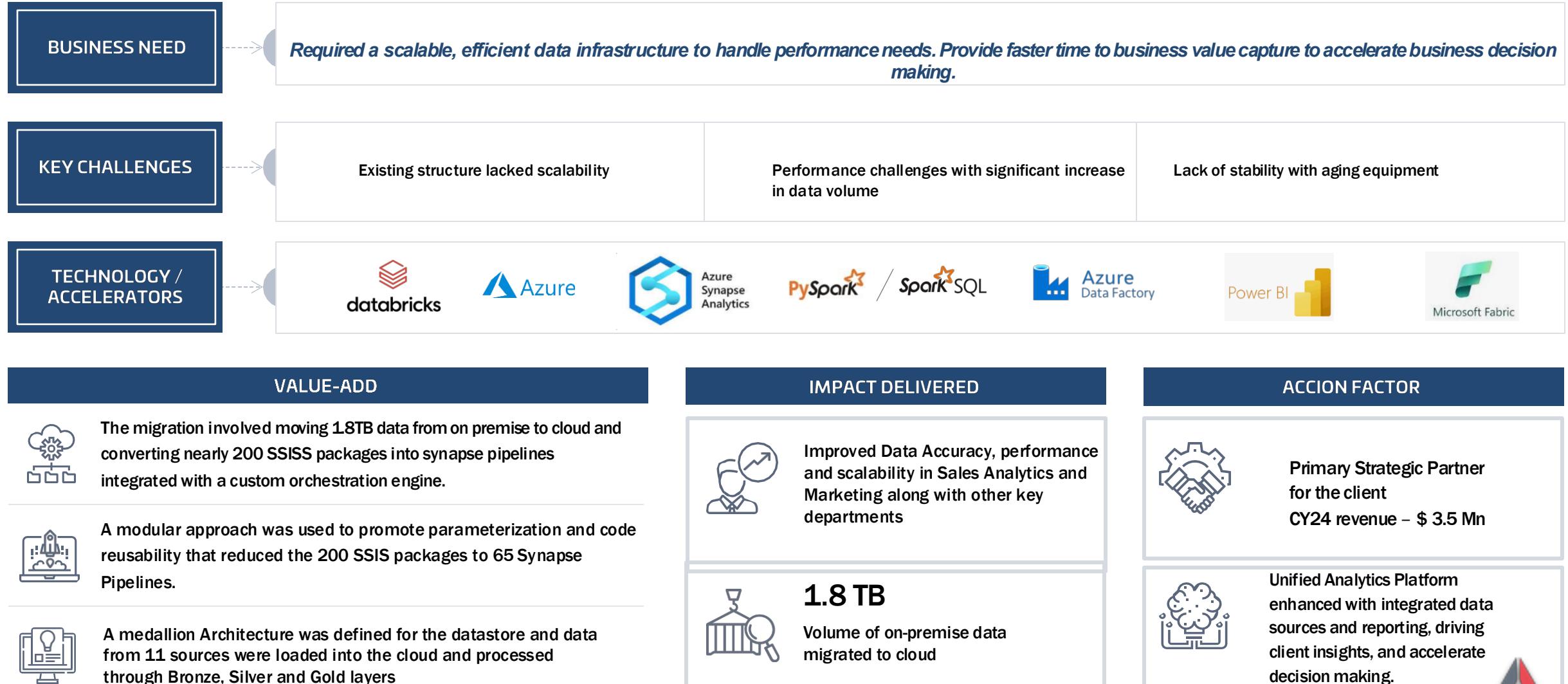
ANA : Transforming Utility Bill Management by Harnessing Data Analytics Approach

Leveraging centralized analytics platform, improved billing efficiency, minimized errors, and provided actionable insights for better decision-making and Operations



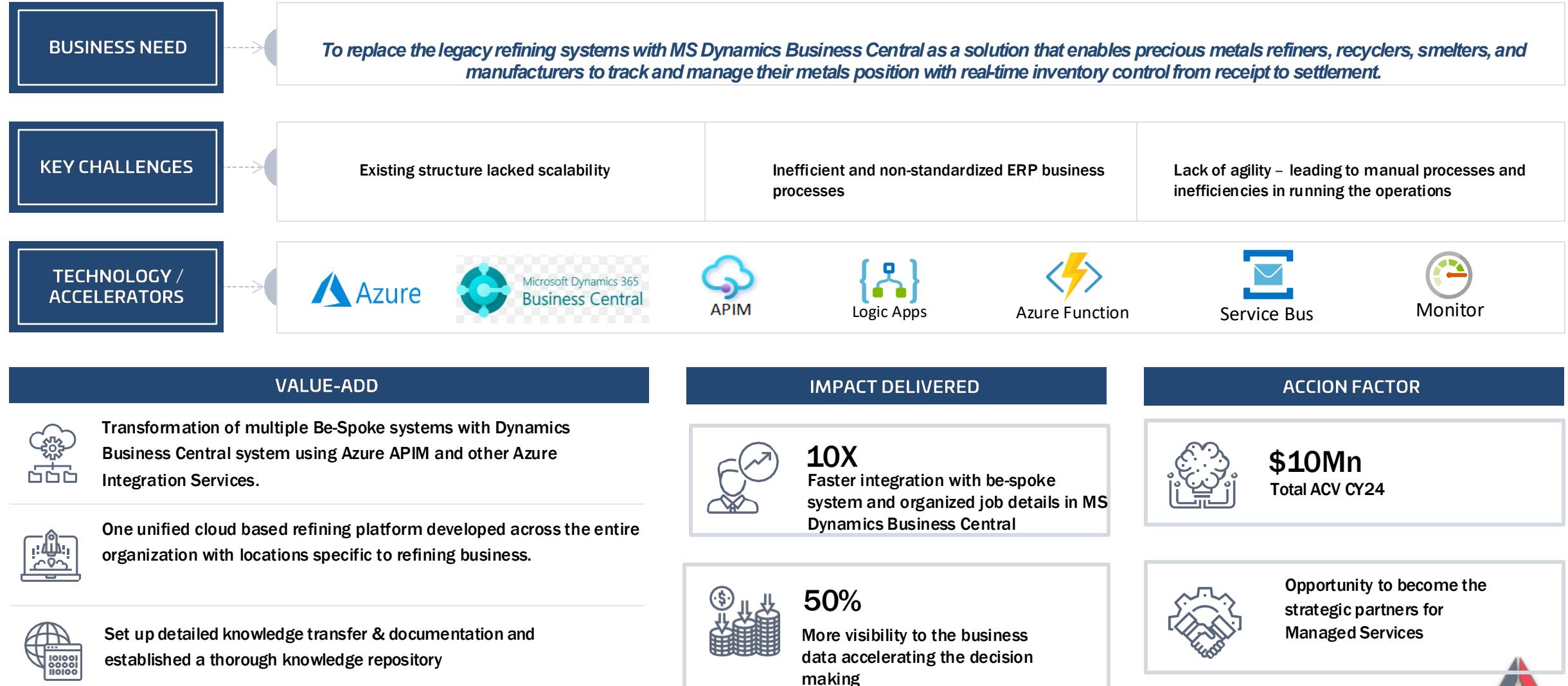
ANA : BIDW On Premise Data Migration to Azure Cloud (?)

Migration of On Premise BIDW data to Azure Cloud for one of the biggest publication companies in USA



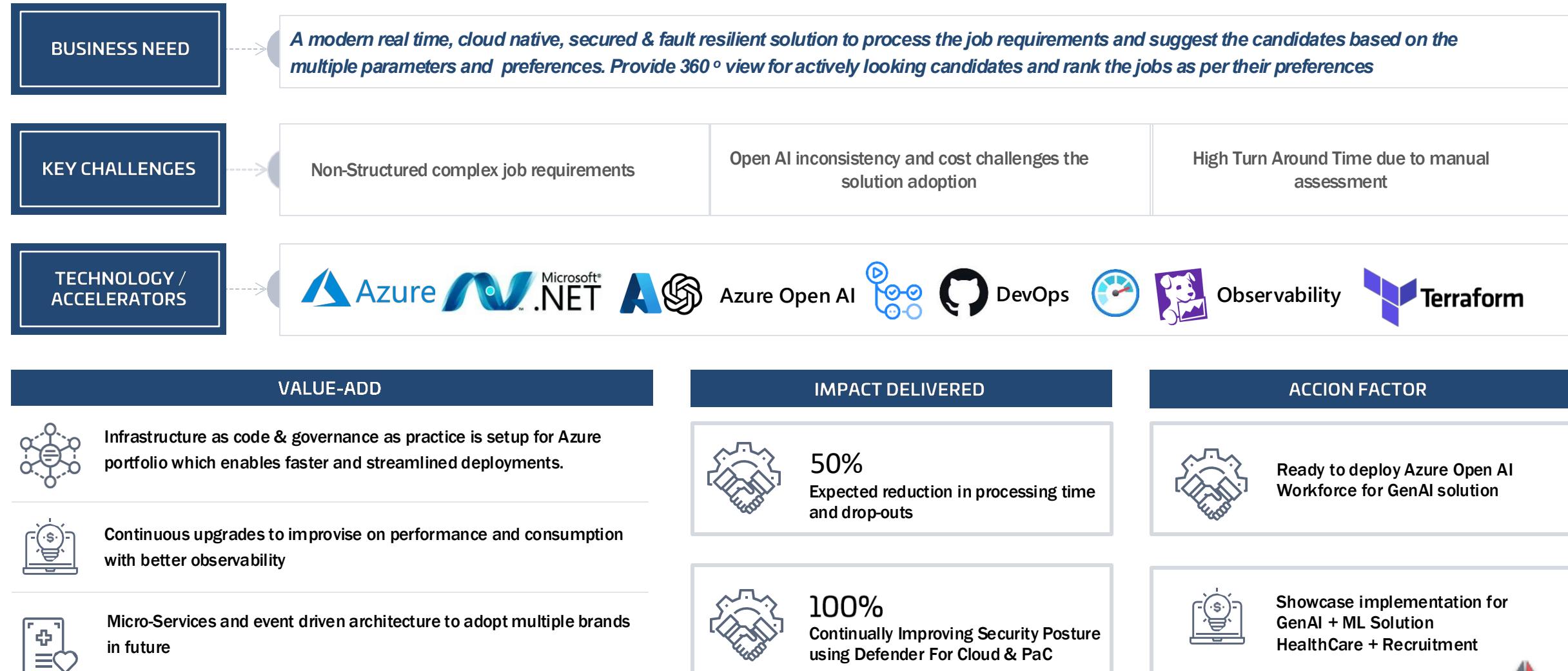
JM: Customized and Implemented MS Dynamics Business Central Solution

Designed and developed MS Dynamics Business Central Solution for Asia Pacific (Japan) region as a Refining ERP platform by transforming the legacy refining data to Dynamics for one of the biggest manufacturing companies in UK



Case Study : Improve Healthcare Talent Acquisition through Azure + GenAI (?)

Enhancing the talent acquisition process for a leading healthcare staffing company that provides qualified healthcare professionals to medical facilities across the United States.



INGRAM MICRO : A leading global B2B technology distributor

Digital transformation for a Fortune 500 B2B tech distributor to streamline global operations and partner interactions.

BUSINESS NEEDS

Enable a unified digital ecosystem via the Xvantage platform to streamline global operations and enhance partner and customer experiences.

KEY CHALLENGES

Managing large-scale digital transformation across 60+ countries with complex operations.

Driving adoption of the Xvantage platform among diverse stakeholders like vendors and resellers.

Integrating multiple technology partners while maintaining consistent platform performance and innovation.

TECHNOLOGY / ACCELERATORS



VALUE-ADD

Global Parsing Engine (VAPT)

AI-powered onboarding tool that reduces vendor integration time from weeks to days.

AUTOQUOTE Tool

Automates quote generation using APIs for vendor discounts and margin calculation.

X4S – Global Search Functionality

Elasticsearch-based SKU search for real-time, location-specific product lookups.

IMPACT DELIVERED



125K resellers onboarded to Unite



Email to Order launched, streamlining operations

ACCION FACTOR



Full-stack techno-functional strategic partnership supporting multiple product owned delivery team



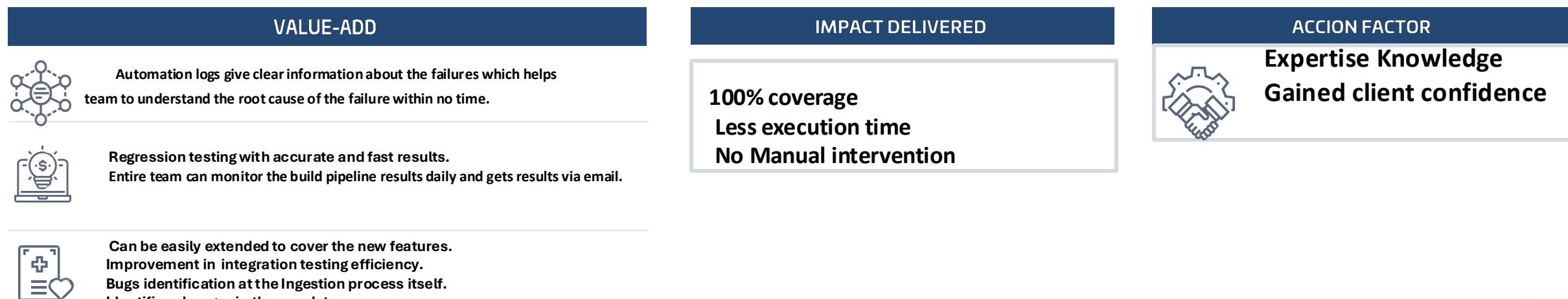
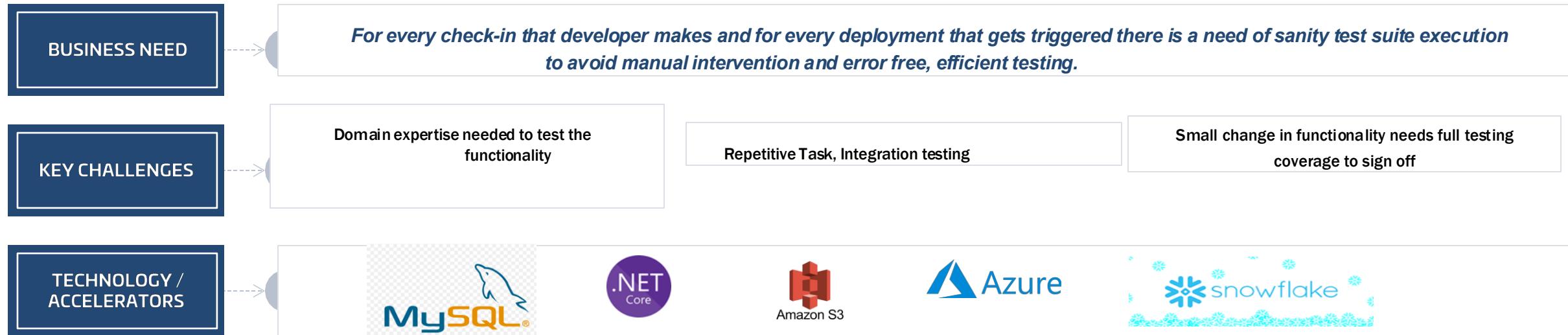
Tech partners aiding in global platform development for digital transformation.





MSA MEDIA: API based Test Automation

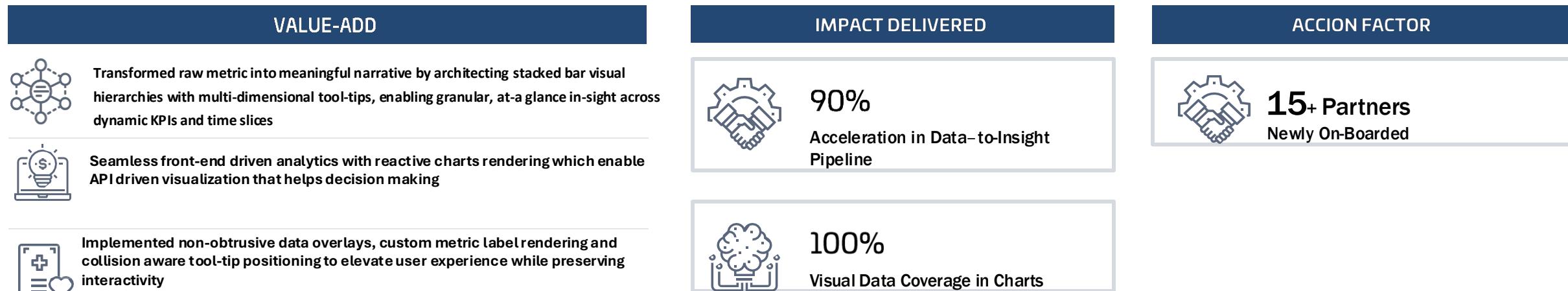
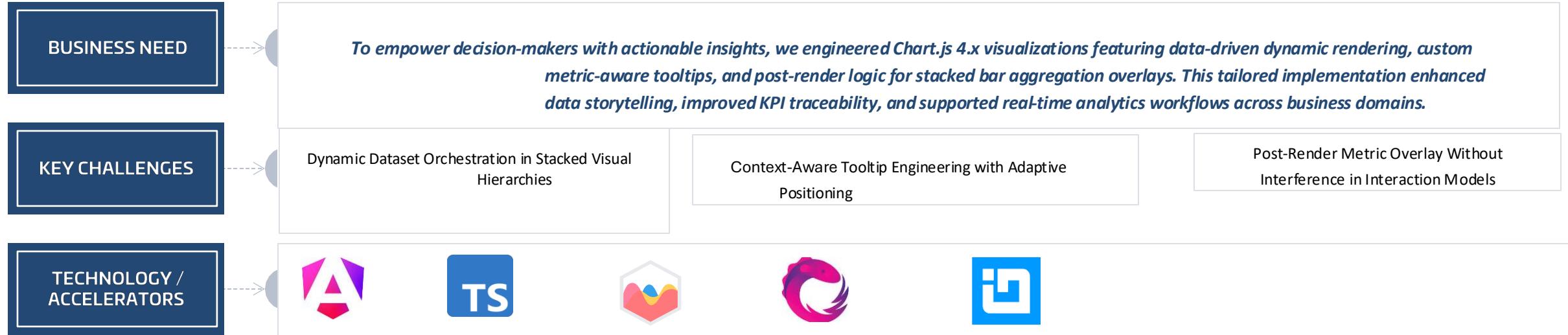
Identifying bugs on daily basis through build pipeline configuration





MSA MEDIA : Taming the Charts for a Data-Rich Platform

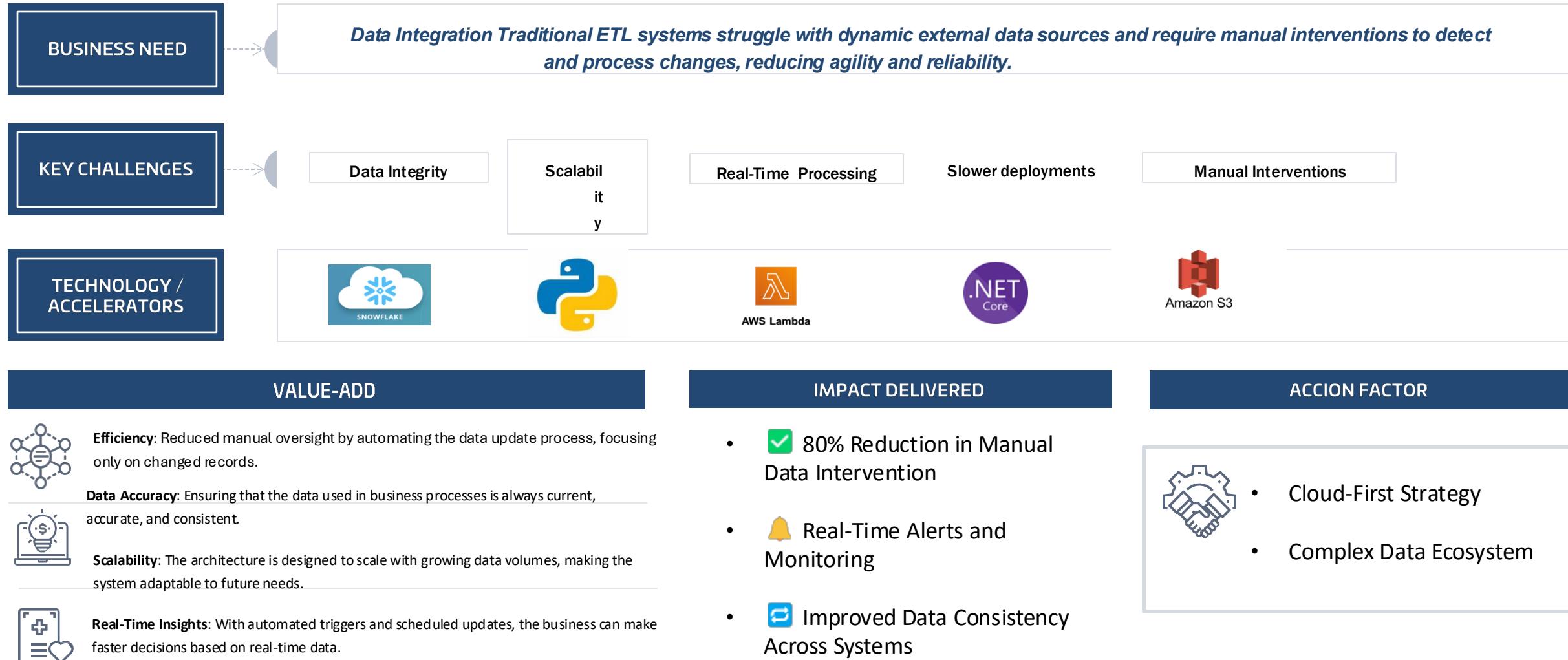
Deep-Dive into Chart.js for Complex Data Visualizations





MSA MEDIA : Dynamic ETL Processing with Data Change Detection

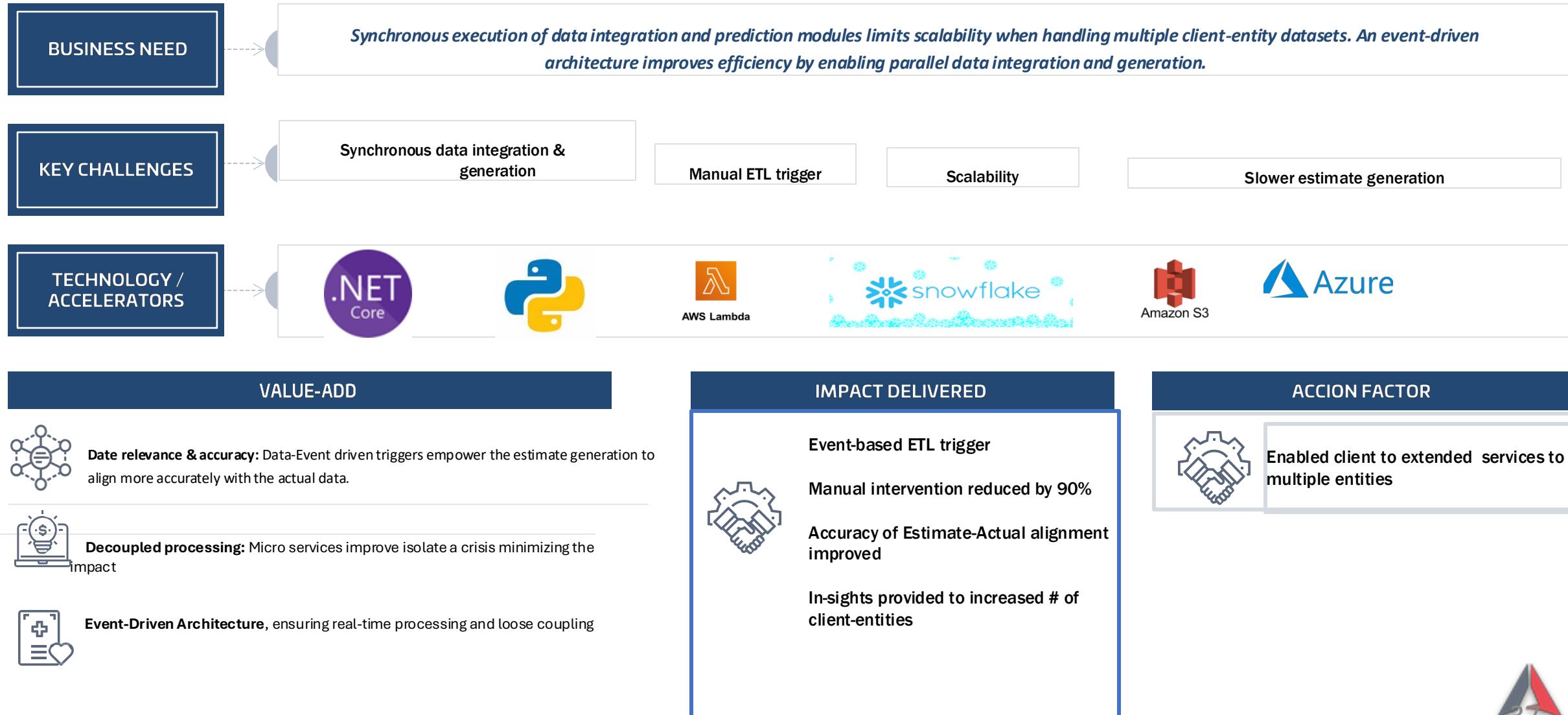
Scalable Data Integration for Enterprises





MSA Media : Microservices with Cloud-based Event Driven Architecture

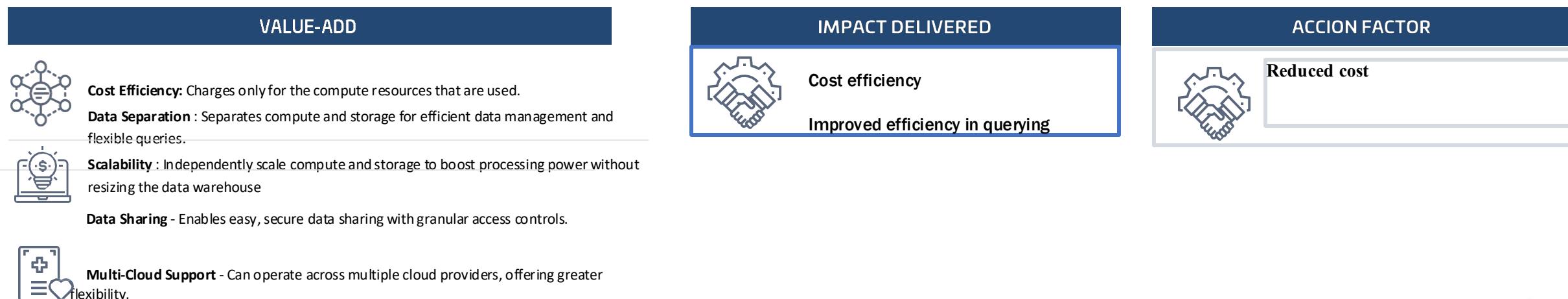
Web-based suite solutions powering media analytics & decision-making





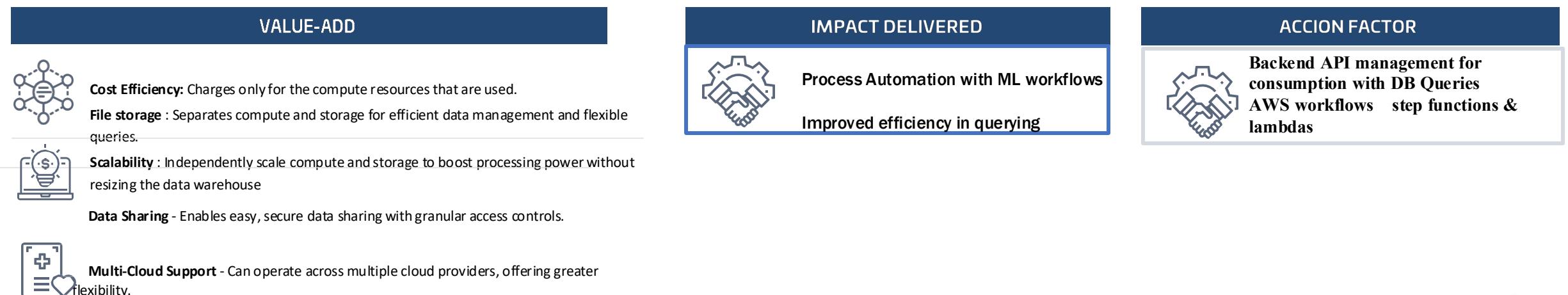
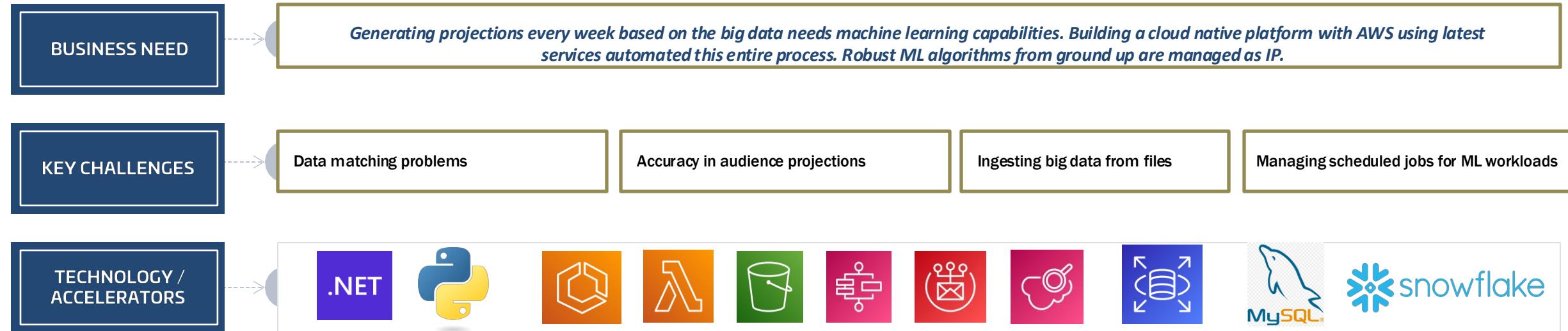
MSA Media: Data platform migration-Amazon Athena to Snowflake

Web-based suite solutions powering media analytics & decision-making



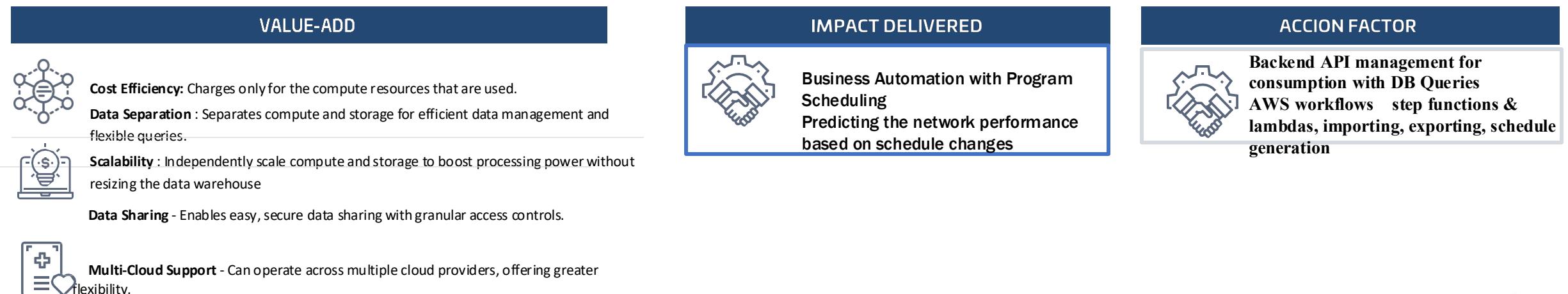
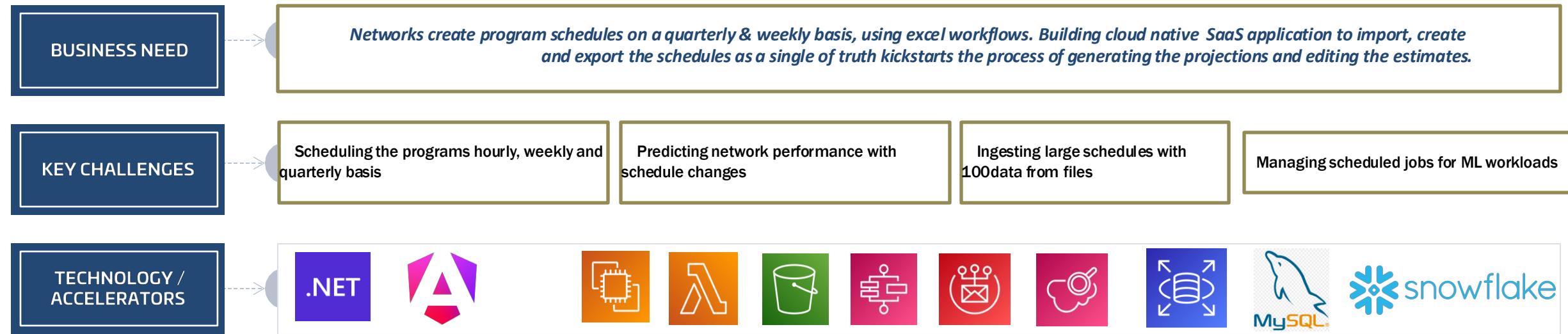
MSA Media: Forecasting Audience Viewership

Cloud native platform for audience viewership projections & analytics



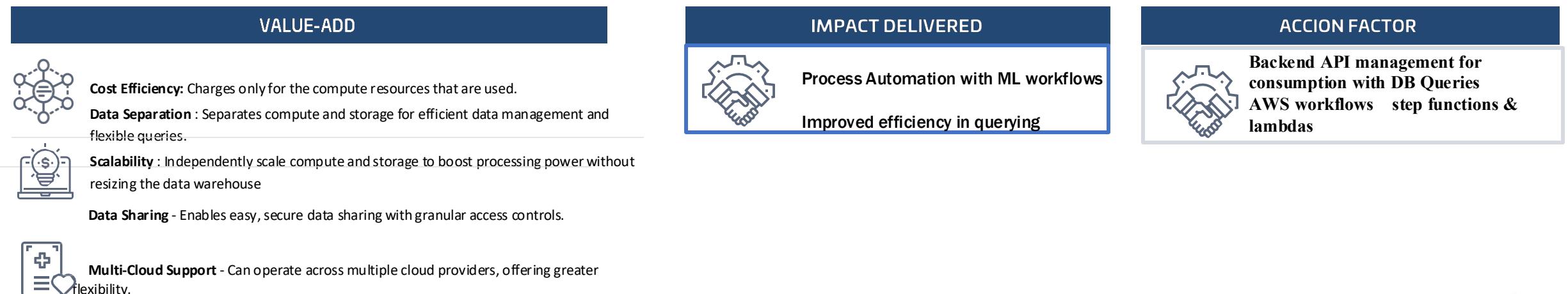
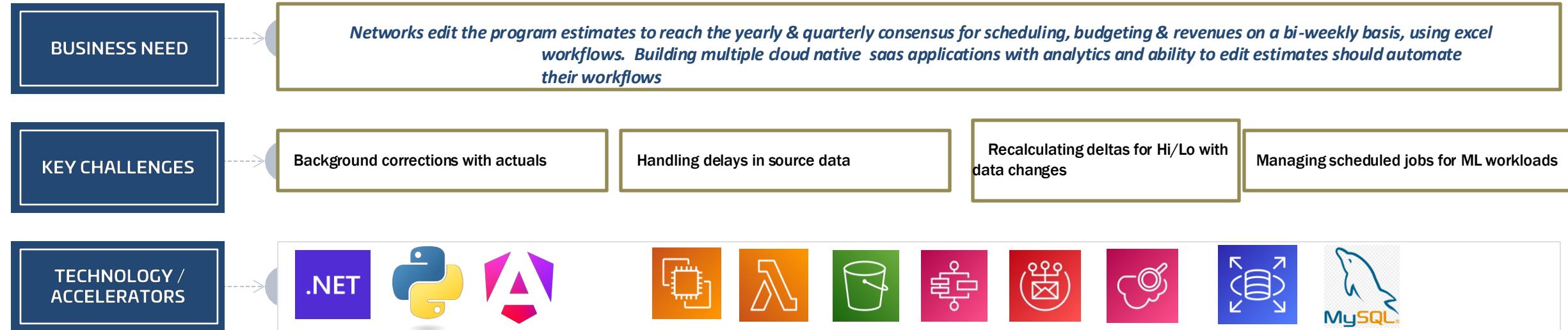
MSA Media : Creating Program Schedules

Cloud Native SaaS for automating excel workflows



MSA Media : Estimating Future Audience Viewership

Multiple Cloud Native SaaS for automating excel workflows





MSA Media : Automated Smoke testing suite

Automated solutions powering test executions for media analytics & decision-making

BUSINESS NEED

Checking the build health in production is important to identify any issue leakage before the clients discover it.

KEY CHALLENGES

Data may change due to correction process and background jobs not running at proper time

Manual execution

Defect leakage

Human intervention in manual correction process

TECHNOLOGY / ACCELERATORS



VALUE-ADD



Date Testing & accuracy: Smoke testing suite ensures accuracy of the data after the build is in production



Automated API test : Low and easy maintainability and minimum impact due to code change



Enhanced trust and automated correction : Minimized human intervention in the data correction process and reduced time complexity

IMPACT DELIVERED



API based smoke test suite validating production build

Manual intervention reduced by 90%

Accuracy of data in production improved

Issue of data changing overnight due to job delays have been addressed



ACCION FACTOR

Enabled client to not engage in time taking manual data correction process which includes human intervention.

CBC : Scalable Modernization of a Legacy Application Using Messaging-Based Microservices

The transformation was providing an automated risk mitigation system that identifies fraud and misrepresentation in the loan origination process, resulting in improved loan quality and overall cost reduction.

BUSINESS NEEDS

The company had customized multiple acquired applications to fit its business needs but faced stability and maintenance challenges. The goal was to keep the legacy application running while gradually reengineering it—replacing modules with modern, scalable components featuring improved UI and APIs, without disrupting ongoing operations.

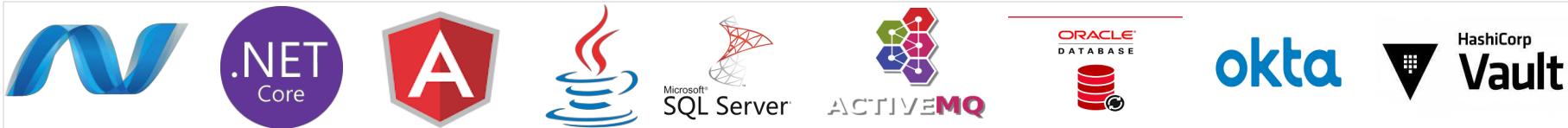
KEY CHALLENGES

Outdated legacy systems with limited integration capabilities.
Complex stakeholder ecosystem with shifting priorities.

Low code reusability increased development effort.
Reliance on outdated technologies like .NET Framework 4.8.

Replacing legacy modules with modern UI and APIs without disrupting live operations.
Absence of **documentation** impacted onboarding and troubleshooting.

TECHNOLOGY / ACCELERATORS



VALUE-ADD

Defined the highly scalable messaging based microservices oriented architecture.

- Modular APIs enabled easier future enhancements and integration
- Seamless user experience maintained during transition.
- Zero downtime ensured throughout module replacement.
- Enabled phased rollouts and faster user adoption
- Enabled seamless user experience by providing a Plug-play architecture to switch between old and new applications during the transition phase.

IMPACT DELIVERED



Strengthened security measures increased customer trust and confidence.



Accelerated development cycles by introducing reusable components and standardizing code practices

ACCION FACTOR



Full-stack techno-functional strategic partnership supporting multiple product owned delivery team



Tech partners aiding in fintech platform development for digital transformation.



ECHO : Simplifying payments with digital payment solutions

Digitizing healthcare payments for the US healthcare and insurance sector

Payment solution for businesses to help them move away from paper checks to more secure and flexible modalities

BUSINESS NEEDS	<ul style="list-style-type: none">- Digital data interface for healthcare providers, payers and third parties (processing 835s and 837s)- Improve cashflow visibility, bookkeeping, taxation, security, reduce lag, choice of payment modalities
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KEY CHALLENGES	Supplier/ vendor readiness to adapt, Cost and ROI uncertainty, Data quality and validation	Online fraud, digital security concerns Resistance to change/ legacy systems
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TECHNOLOGY / ACCELERATORS					
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IMPACT DELIVERED	ACCION FACTOR
500+ Million payments processed annually	Choice of six different payment modalities including Direct bank deposit, e-Check, ACH, V-Card
130+ Billion USD worth of payments processed annually	Complete visibility for the users/ payers into current and future payments
	Accion Labs partnered with ECHO and started two new lines of business (ICR and B2B)
	Per month, ICR processes \$21M in premiums and B2B process more than \$10M in payments
	Risk mitigation via GIACT integration, simplifying the process for Fraud management team



ECHO : Simplifying payments with digital payment solution



Ensuring HIPAA compliance by anonymizing sensitive personal information (PI), third-party data, and enabling secure data migration across entities, TPAs, and portals.



Enabling scalability – new customers, vendors, third parties could be onboarded effortlessly.



Mitigating the risk of financial fraud by integrating **GIACT services** for patient identity verification and detecting any suspicious or fraudulent activities.

Email notifications – making it simpler to track and get notified. This helps in easier reconciliation of cashflows/ payments.

A redesigned **user interface** across multiple platforms such as ICR, B2B Payee, DPX, and Pay Pilot – enhancing ease of use and providing a more intuitive experience.

VALUE-ADD

Automated workflows – from claims to payments to notifications

Remittance documentation sent directly via email. Data could be used to build reports for better insights

Pay Pilot portal – A comprehensive platform for **payment disbursement** is work in progress. This will serve as a one-stop solution for importing, issuing, reconciling, exporting, and reporting payments.

Automating the test suite using in house QA automation framework

Upgrading to Blazor from Angular helping improve integration with Microsoft Dotnet ecosystem

A **banking interface** for reviewing, approving, and making corrections to all banking transactions for ECHO end users



Kindercare : Modernization of legacy App and Data Platforms

BUSINESS NEEDS

Digital Transformation and Integration across all business functions to improve:

- **Operational efficiency:** Operational Efficiency across decentralized centers,
- **Parent Engagement:** Cater to the high expectations from parents for transparency and engagement
- **Enrollment Growth:** Streamline enrolment processes to attract and retain families in a competitive early education market.

KEY CHALLENGES

Legacy platforms and an incompatible technology stack ; modernization required significant investment, planning & change management .

Distribution of data across legacy and modern systems lead to inconsistencies, complicating data governance and regulatory compliance.

Handling substantial data volume from over 1,500 centers posed difficulties in meeting the demands for real-time reporting.

TECHNOLOGY / ACCELERATORS



VALUE-ADD

- Seamless communication through integrated messaging and notifications.
- Self-service portals for billing, scheduling, and feedback thereby improving transparency and trust.
- CRM integration supports targeted marketing and personalized follow-ups.
- Enhanced parent communication, transparency and engagement leading to higher satisfaction & retention.
- Centralized dashboards provide leadership with visibility across all centers thereby enabling informed & strategic decisions.
- Laying groundwork for AI and forecasting models.

IMPACT DELIVERED

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

ACCION FACTOR

Complete ownership (Support, Maintenance, Documentation, Upgradation) of Legacy Systems

Design/Architectural support for the modernization roadmap

Recognized by client for delivering huge value to their business



CASE STUDY : Northwinds - Keyspring Platform

BUSINESS NEEDS

- NorthWinds seeks to enhance the Keyspring platform to support dental and vision insurance modules—including Benefit Plans, Claims, Member Subscriptions, and Provider Management—to optimize operations, improve user experience, and drive growth in the U.S. insurance market.

KEY CHALLENGES

- | | |
|---|---|
| <ul style="list-style-type: none">Scalability of Microservices ArchitectureComplex Integration RequirementsCustomization for Diverse Client Needs | <ul style="list-style-type: none">Performance OptimizationCompliance and SecurityData Migration and System Interoperability |
|---|---|

TECHNOLOGY / ACCELERATORS



VALUE-ADD

- Efficiency & Automation:** Keyspring streamlines key processes like eligibility verification, benefit plan selection, and claims approval, reducing manual effort, errors, and processing times.
- Data Accuracy & Transparency:** Real-time data quality assurance and custom data extraction ensure accurate, reliable data, while providing clients and providers with full transparency and control over their information.
- Client Empowerment & Cost Savings:** Self-service tools and seamless new client onboarding reduce support dependency, improve user experience, and drive operational cost savings.

IMPACT DELIVERED

- | | |
|---|---|
| Improved Claim Processing: Claim processing time and accuracy were significantly enhanced, leading to faster reimbursements and fewer errors. | Enhanced Efficiency: The platform automation reduced manual efforts, contributing to cost savings and faster decision-making. |
| Expertise in Healthcare & Insurance Solutions | Action prioritizes customer feedback and continuously refines solutions to meet evolving needs. |

ACCION FACTOR



DELL : Enterprise Modernization: From Vertical Silos to an Innovation Platform

BUSINESS NEEDS

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. Additionally, businesses must **modernize legacy systems** by integrating older infrastructure with more agile solutions, transitioning to **cloud-based and hybrid models**, while managing the complexity and agility required for these changes.

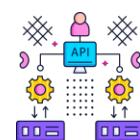
KEY CHALLENGES

Traditional IT silos impede digital transformation and the implementation of critical initiatives like zero trust, requiring their breakdown to enhance security and operational efficiency

The fast-paced evolution of modern IT infrastructure creates uncertainty and pressure on IT leaders to manage complexity while integrating new and legacy technologies seamlessly.

With a flood of new technologies, IT professionals struggle to determine their best use, requiring solutions to test and experience them before making significant investments

TECHNOLOGY / ACCELERATORS



VALUE-ADD

- AI Adoption:** AI will play a pivotal role in modern business strategies, and IT teams must embrace it for greater efficiency and automation.
- IT Silo Removal:** Breaking down silos within IT organizations is essential to accelerate digital transformation and streamline operations.
- Modernization Complexity:** While modern infrastructure enhances agility, it brings complexity and requires thoughtful integration with legacy systems.
- Vendor Collaboration:** Vendors must collaborate effectively to simplify modernization and reduce the burden on customers, offering seamless, integrated solutions.
- Technology Experience:** "Providing hands-on experience with new technology, like through Advanced Technology Centers, helps businesses de-risk and make informed investment decisions."

IMPACT DELIVERED

improving **efficiency, agility, and strategic decision-making**, which ultimately drives **cost reduction, better resource allocation, and risk mitigation**. Organizations adopting these strategies will be able to **accelerate their digital transformation**, remain **competitive**, and foster a culture of **continuous innovation**.

ACCION FACTOR

Ownership of developing the solution based on the guidelines provided by DELL as a part of DELL scrum team.



Appendix



- **Veracode, Inc (venu)**
- **Johnson Matthey Plc_UK (Vishal)**
- **Dell (Sushmita)**
- **Rotary (Munish)**
- **Cision (rajesh/bhavesh)**
- **Echo Health Inc.(Sunil)**
- **Management Science Associates (Munish)**
- **Abbott Laboratories (Vishant)**
- **Kinder Care (Swathi)**
- **Cinch (Sunil)**
- **Ingram Micro Inc. (Nikhil)**
- **CBC Companies (Nikhil / Shubhanjali)**
- **Lead Venture (mahesh / Nagesh)**
- **International Atomic Energy Agency (Vishant)**
- **Corvesta Inc/ Northwinds. (Swathi)**
- **SAGE Publications, Inc. (Swathi)**
- **Conservice LLC (Vishal)**
- **Crown Castle (Swathi)**
- **DDI (Sunil / Shubhanjali)**

Case Study: Transformation Of QA Ecosystem And Automation-Driven Assurance

QA Transformation For A Top-5 Insurance Business In USA



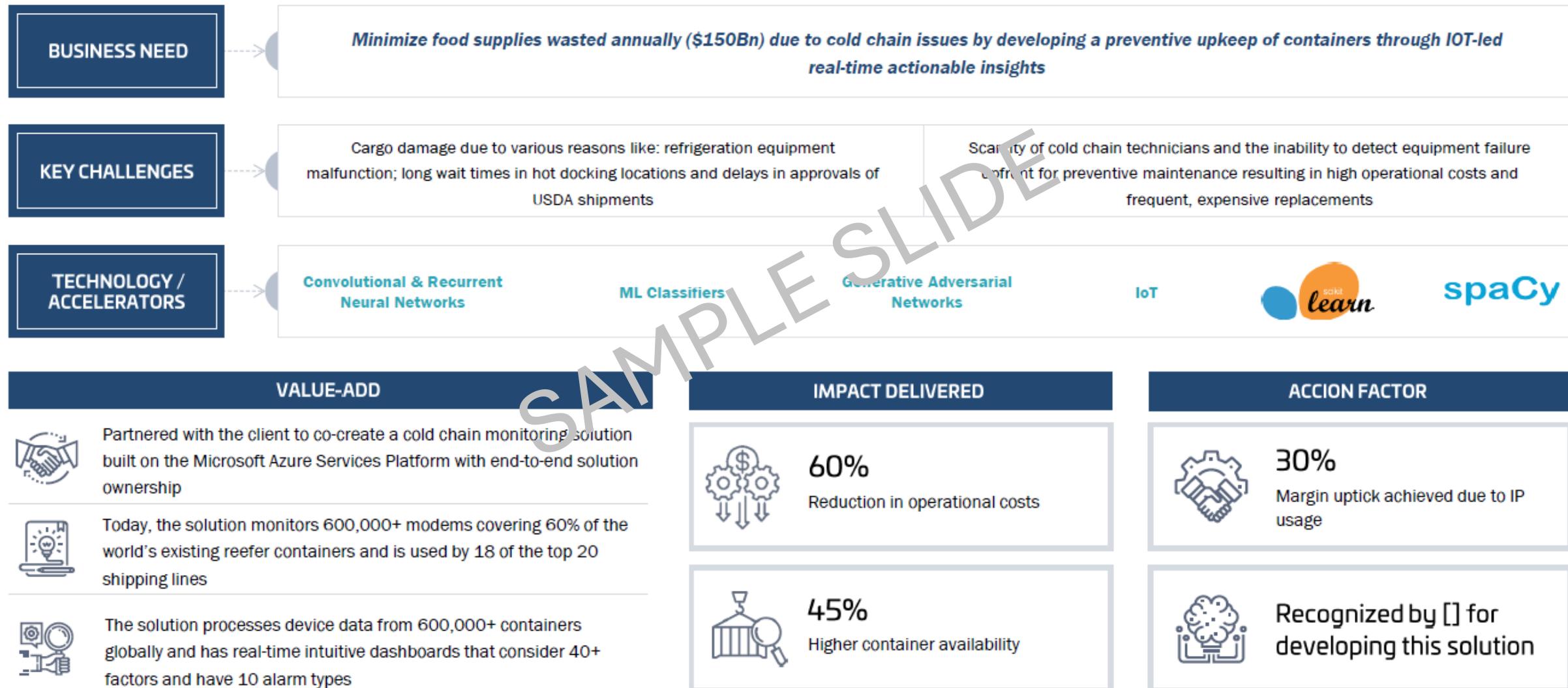
Case Study: Transformation Of QA Ecosystem And Automation-Driven Assurance

QA Transformation For A Top-5 Insurance Business In USA



Case Study: Industry-First Cold Chain Transformation

Digital Transformation For A F500 Manufacturing Giant



Case Study: Transformation Of QA Ecosystem And Automation-Driven Assurance

QA Transformation For A Top-5 Insurance Business In USA



CASE STUDY : Pollard : PlayOn + iLottery Platform

Enhancing Player Engagement and Retention Through PlayOn+iLottery Platform

BUSINESS NEEDS

- Develop a loyalty platform to increase player engagement and retention for lottery operators with features such as real-time analytics, loyalty integration, responsible gaming tools, and personalized marketing

KEY CHALLENGES

- Integration of new iLottery platform with Existing Loyalty Platform
- Backward Compatibility for client's existing Clients
- Aggressive Delivery Timeline
- Team had to upskill on new tech stack

TECHNOLOGY / ACCELERATORS



VALUE-ADD

- The team quickly understood the requirements and efficiently managed parallel tasks and deliverables, enabling us to go live on time and with quality
- 80% Code coverage (SonarQube) and QA Automation achieved
- Team have put extraordinary efforts and worked 1000+ hours of Overtime for around 5 months to meet the Delivery milestone

IMPACT DELIVERED



Application supported 55000 instant ticket sales and sale of \$150k in less than 24 hours of launch



Implemented real-money online play for the 1st time with new iLottery platform

ACCION FACTOR



41%
CMargin achieved



Recognized by Pollard leadership for Successful Go Live with first time Integration of new iLottery Platform with Playon Platform

MyEyeDr: Distribution Center - Digitization

Increasing efficiency of supply chain using digitization for Distribution Centers

BUSINESS NEEDS

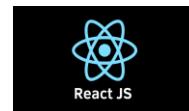
- Need for implementation of digital technologies in Distribution Centers to enhance supply chain efficiency, improve operational agility, and maintain a competitive advantage.

KEY CHALLENGES

- Understanding existing supply chain challenges
- Inventory forecasting in different office locations
- Dependency on manual efforts at Distribution Center for inventory management and logistics.

- Aggressive Delivery Timeline
- Team had to gain deep understanding of existing processes

TECHNOLOGY / ACCELERATORS



VALUE-ADD

- Faster Order Fulfillment: Automated picking, packing, and shipping workflows reducing manual handling time.
- Optimize purchasing, forecast trends, and tailor product assortments to local demographics—critical for both patient satisfaction and retail sales growth
- Operational Cost Reduction: Optimized space utilization through warehouse management systems (WMS).

IMPACT DELIVERED



Supply chain efficiency improved by ~30% through automation using DC Application.



Manual effort of ~100 DC employees reduced by 60% thereby improving efficiency hereby increasing savings for MED

ACCION FACTOR



Team proactively automated critical workflows



Successful delivery of DC application led to more opportunities for Accion across other verticals.



BrightQuery: Adding Structure to Private co. Firmographics, Financial Data

BUSINESS NEEDS

- Identify private companies globally and estimate
 - Historical & current financials,
 - Employment & payroll data
 - Reconcile family tree, locations, contacts and key people associated

KEY CHALLENGES

- No single source of truth
- Data Quality and Accuracy of the data
- Maintaining Data Freshness and Completeness

TECHNOLOGY / ACCELERATORS



python™



VALUE-ADD

- Capital Markets – To make informed decisions like acquisitions based on Companies History
- KYB Compliance & Fraud checks – Detailed checks on identity and legal ownership for customers/clients (KYC), vendors (KYV)
- Credit Evaluation - Detailed and multi-faceted analysis of creditworthiness
- B2B Sales & Marketing - Build sales & marketing lists based on headcount, revenue, industry, credit and other metrics

IMPACT DELIVERED



A vetted universe of active U.S. (and soon global) companies, with clean firmographic attributes & financials



Financial Intelligence with Integrity
Multi-Source Enrichment & Trust Signals - [Fraud prevention, KYC/AML compliance]

ACCION FACTOR



Entire Data Engineering work for BQ core is done by Accion from scratch



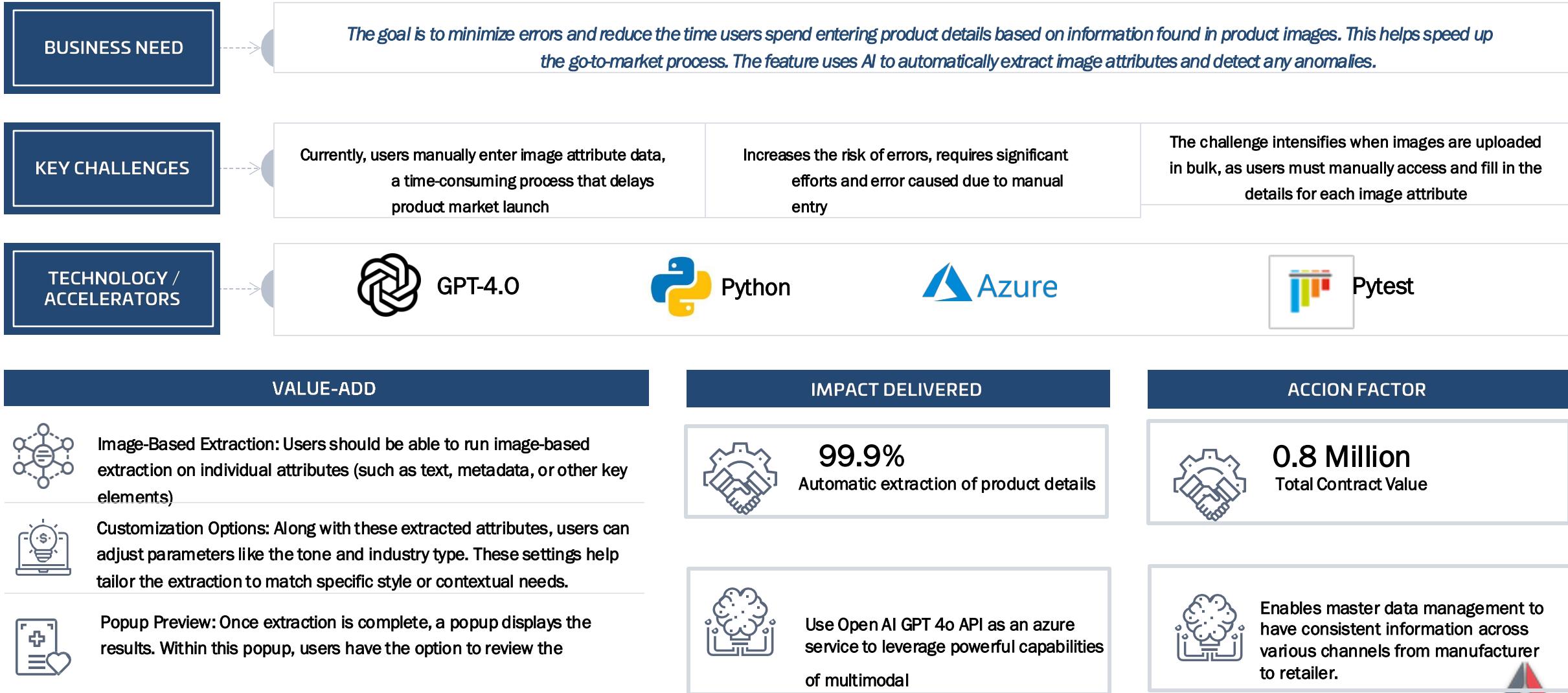
Accion has done amazingly well in understanding the Domain which led to BQ going Global





SYNDIGO: AI-Powered Image Attribute Extraction

Extracting attributes values from Image using AI



HARRIS: Streamlining Court Recording and Case Management

Product Implemented: Benchmark Recording & Benchmark Case Management

