



BRINGING BUSINESSES TO MARKET

The Client's Challenge

Investcap Advisors was developing a program that would enable distressed loan buyers and sellers to search for qualified partners and evaluate transaction information. Investcap's business was dependent upon the success of the search portal they were designing. The subscription service required integrating complex real estate and commercial loan data from multiple databases, and the information sources were extremely fragmented. In addition, Investcap also needed to develop a front-end, user friendly interface that would allow clients to easily navigate the site, select appropriate criteria and efficiently search for data.

The owners believed they needed a full-time programmer to compile the back end data aggregation as well as to design the front end website interface. They hired a dedicated programmer to manage the site's development. After a year, Investcap recognized that a dedicated programmer was too expensive and the process was too slow. They were at risk for missing their launch date. Furthermore, although the programmer understood the programming mechanics, he lacked a full understanding of Investcap's overall business strategy making development of the site interface a challenge.

The Analytix Solution

Investcap replaced their programmer with Analytix Solutions and charged them with performing the data aggregation and scrubbing, as well as with building their web site and interface. What differentiated Analytix Solutions from other similar providers was their experience across multiple disciplines. Although Investcap was not primarily searching for accounting and bookkeeping functions, they selected Analytix Solutions because they offered this capability in addition to their data and web services. Scott Barrie, Managing Director of Investcap, explains, "The breadth and depth of services Analytix Solutions offers is pretty amazing. What's even more amazing is how well they perform them. They allow me to do what I do best — which is sales and marketing, not programming or accounting."

Investcap hired Analytix Solutions while the business was still in its start-up phase. Their primary objective remained bringing the company to market by the anticipated launch date, which translated into substantially revising the

About the Client

Investcap Advisors is a start-up business which provides companies with subscription based surveillance data on distressed commercial loans. They develop programs that enable distressed loan buyers and sellers to search for qualified partners and evaluate transaction information.

“The breadth and depth of services Analytix Solutions offers is pretty amazing. What's even more amazing is how well they perform them. They allow me to do what I do best — which is sales and marketing, not programming or accounting. If Analytix Solutions stopped doing business today, we would be out of business. We are that reliant upon their services.”

Scott Barrie, MD
INVESTCAP ADVISORS LLC

About Analytix

Businesses who are positioned for growth turn to Analytix Solutions for scalable, single source, business solutions. We provide small to mid-sized businesses with a full range of accounting services, ranging from bookkeeping to CFO services, in addition to accounting systems automation and integration.



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program prototype that had already been developed by the programmer. Investcap credits Analytix Solutions with creating a very methodical and structured development and approval process for the revised prototype. Furthermore, Analytix Solutions identified specified project benchmarks and delivered multiple options throughout the development process. The structure and organization that Analytix Solutions brought to Investcap enabled the company to launch as planned, only four months after Investcap hired Analytix Solutions. Their ability and willingness to learn Investcap's business also greatly facilitated the creation of the web interface, as Analytix Solutions could anticipate the needs of Investcap's potential clients.

Results

Since Investcap's launch date, Analytix Solutions has assisted the company with one major program revision. They have built a second program for Investcap, as well. Investcap hired Analytix Solutions for their accounting and bookkeeping services, and the company has recognized cost efficiencies due to financial reports that can now be generated and from timely payment processing. In addition, Investcap recently retained Analytix Solutions for their Search Engine Optimization services and have migrated to Analytix's marketing platform where they are experiencing success.

Case Highlights

CHALLENGE

- Complex data aggregation and scrubbing required
- Dedicated programmer too expensive
- Program development too slow
- Aggressive and pending business launch date

SOLUTION

- Methodical development plan established
- Identifiable development benchmarks created
- Structured program approval process implemented

RESULTS

- Business launch date met
- Existing program revised since launch
- Second program developed and launched
- Recognized cost savings