**Imaginea.com Site Content: Phase I**

**Customer Blurbs, Draft**

**STC**:

For a recent customer engagement, we leveraged the power of big data technology to help a major *automotive* industry player add new retailers to their network without adding manpower in the back office. Hampered by their legacy system, adding new retailers meant dedicating programmers to create a set of custom reports and analytics designed specifically for that retailer. No changes could be made to the reports by the end users and the reports couldn’t be run in real-time. Business decisions were being made based on old, canned data, presented in outdated formats. Retailers were missing vital trends, and opportunities were passing them by.

Our Strategy and Technology Consulting practice conducted an analysis to quantify the problems faced by the end users as well as the central data managers. They then applied their knowledge of current best practices and capabilities in the Big Data space to identify the benefits available from new technology and software. In a seamless transition to the next practice area, the project then moved into the implementation phase, using Imaginea’s rapid iteration methodology. The new system, built on the Microsoft Business Intelligence suite and leveraging…(PowerPivot, Power View, SharePoint??) and running on SQL Server(?), allows our client to get new distributors on line in record time—without adding manpower. Additionally, the change gives all the distributors flexible, real-time reporting. The new access to information makes them better able to respond to customer needs and target the marketplace more efficiently.

**EPS**

A long-time customer in the financial services industry came to us with a dilemma: to meet the evolving needs of their business, they wanted to migrate their desktop applications to the cloud, and, concerned about customer retention, they foresaw the need to offer their most important customers private cloud capability in a later phase. The CIO was leading the charge, but the in-house team had minimal experience with cloud technologies and was leaning toward selecting the tools they felt most comfortable with, rather than those that were best suited to the challenge. With a wide breadth of experience in cloud applications, Imaginea was able to step in and quickly guide their selection to the best fit for the requirements of today and for future phases. In this case we recommended Amazon Web Services (AWS). When this phase was complete, the transition to the next phase was seamless, where Imaginea led the project through to implementation and hand-off, with attainable plans to provide private clouds for major customers in a future phase. With desktop applications now hosted in the cloud, our client is able to take the program to the next level: ensuring customer satisfaction and deepening the relationship via the power of disruptive technology.

**PLM**:

First-mover advantage was critical for establishing early market share in a product we recently built for a partnership between two companies with complementary products. They realized that pooling their technologies could open up new markets for them, while countering threats from upstart competitors. By combining location-based search services from one and travel data from the other, they saw the opportunity to create an application to help tourists find location-specific travel and entertainment ideas on the go. They chose New York City as the ideal introductory market to showcase the power of location-based choices. The problem? With their in-house teams already fully committed on existing programs, neither organization could spare the resources to actually build the application. Furthermore, time to market was essential, to establish market share before another player could enter. To achieve this, they partnered with Imaginea, leveraging our practice in Product Lifecycle Management. We overcame several key challenges to bring the app to the market. First, the user interface had to be highly useable, with zero learning curve for harried tourists. It had to conserve battery power since the end users were likely to be on the run, and it had to include hooks for translation and internationalization. The resulting application was developed in ??? time, and downloaded by ???users in its first ninety days in the marketplace, ensuring the first mover advantage our clients were looking for.

**IPM**

A client in the embattled book-publishing industry knew they needed to do more than just strategize their response to the eBook revolution. A successful entry into the eBook space would potentially open up new markets and ensure the company’s growth and survival. Conversely, over-investing or missing the mark could bring down their legacy business. They were looking for a balanced approach: they wanted to proceed cautiously, with a limited investment, to get customer approval of the new initiative, while also moving quickly to ensure they didn’t miss their opportunity. To ensure continuity of existing revenue, they wanted to avoid de-focusing internal teams and ongoing projects. A working prototype system was crucial to give them runway for additional investment and further expansion. Imaginea built a 1.0 product that generated an iPad-ready eBook. By partnering with Imaginea for this proof-of-concept system, they were able to test the strategy, demonstrate its viability to investors, and get buy-in from their customers.

More details about the technology stack?