

Improving Digital Services and Driving Rapid Innovation

at Springer Healthcare -
a global provider of medical communications



INDUSTRY

Medical Communications

CLIENT

Springer Healthcare

TECHNOLOGY

Mendix

CHALLENGES

- Remote working via 20 offices
 - Lack of unified access to the latest research and information
 - Vast end user requirements
 - Accessibility issues and inability to offer multi-channel access
 - Lengthy development time estimates in legacy
-

BENEFITS & RESULTS

- Application delivered in just 12 weeks vs. estimated 12 months
- High user adoption
- Continuous innovation and customer benefit delivered
- Supportive of sales mobility
- Streamlined sales process including integration into SAP
- Scalable and maintainable solution

Supporting sales mobility, delivering unified multi-platform access and enhancing services for both internal and external customers with Mendix

The Client

Springer Healthcare specialise in developing bespoke solutions to deliver medical content and communications. Meeting specific needs of clients across the world, the organisation provides scientific communications, medical education, prescriber and patient education materials and medical news services through online and mobile solutions.

The Challenge

To remain competitive, Springer Healthcare needed to provide healthcare professionals with speedy access to the latest medical research, articles and information. The breadth of content available is vast, while the needs of the reader are often very precise.

With a team of more than 200 sales and operations people working remotely via 20 offices worldwide, Springer Healthcare needed to provision staff with unified access to client information, quotes and to a content database of saleable article reprints and books.

To support sales mobility, access needed to be offered via desktop, tablet and mobile devices. The company already offered staff a desktop-only information service, however, today's management recognised that a modern, multi-channel digital application would be more supportive of real-time, on-site customer dialogues and a drive to increase sales. "A challenge to achieving mobility for the global sales team was our development time estimate of 12 months; just to code for the minimum requirement of replacing the existing system" said Joanne Smith, PhD, Operations Director at Springer Healthcare. "When we factored-in the need for ongoing improvement the idea started to look too lengthy and costly."

“

AuraQ bring multi-device development experience and exceptional insight as to what can be achieved with Mendix. AuraQ has helped us deliver superb applications and earn high levels of user approval.

*Joanne Smith, PhD, Operations Director,
Springer Healthcare*

“

The team is flying through developments like never before. Through our own in-house expertise and on-going relationship with AuraQ, we're turning new ideas into new applications faster than ever.

*Ben Franks, Systems Project Manager,
Springer Healthcare*

The Solution

One of Springer's developers suggested the Mendix visual, model-driven development approach. He had used the platform elsewhere to create an application quickly, no coding needed. Springer Healthcare investigated and was impressed with the agile and iterative way applications could be built. Scalability and maintainability were important to Springer Healthcare and proven in Mendix. "Our existing and ageing sales platform presented accessibility issues for our remote teams, so we looked into delivering a modern, multi-channel application," said Smith as lead business sponsor of the project. "We considered various options to build this internally, selecting Mendix for its speed, flexibility, scalability and high industry analyst ratings."

To help successfully deliver the project, Springer Healthcare engaged with AuraQ, an experienced Mendix implementation partner. A team of only two developers, one from Springer Healthcare and another from AuraQ, delivered the application, now known as 'SMART' in just 12 weeks.

The Outcome

Working with an experienced team was invaluable to the project, the strength of the partner network and being able to rapidly get to work with a skilled project team was a huge plus point; delivering the application some four times faster than had been estimated for traditional approaches. In addition to speed, the Mendix platform helped Springer Healthcare ensure high adoption since the platform's visual models allowed developers to collaborate with sales, marketing and other relevant business units throughout the requirements specification and development process.

The development team built small pieces of functionality, engaged with users for feedback and iterated towards testing and production. The target go-live date having been met, users have since been continually encouraged to give feedback, inject ideas and request any changes and enhancements.

Springer Healthcare now considers 'SMART' to be of significant value to the business. Ideas for new and improved capabilities are captured and considered for immediate, short-term or longer term incorporation. 'SMART' has been integrated with SAP CRM (via routines also built on Mendix) and also with the company's project management system, creating efficiencies by eliminating duplicate data entry, streamlining the sales process from quote to invoice. The application today serves some 70-100 users per week, via their mobile devices.

The success of the development has been noticed across the business, stimulating demand for new capabilities. Continuing to work with AuraQ to support the design and development process, Springer Healthcare continues to identify new features and applications to be built on Mendix and integrated into 'SMART'. "AuraQ consultants bring multi-device development experience and exceptional insight as to what can be achieved with Mendix," said Smith. "AuraQ has helped us deliver superb applications and earn high levels of user approval."

For 'SMART', Springer Healthcare won the Gold Award (operations category) in the 2015 UK App Design Awards.



**2015 APP DESIGN
AWARDS**
GOLD

01684 571960
enquiries@auraq.com

www.auraq.com

33 Graham Road
Malvern
Worcestershire
WR14 2HU

