

# CASE STUDY

## **INFORMATION BUILDERS WEB UI APPLICATIONS**



### **Client Background**

Information Builders is a leading provider of products for business intelligence (BI), analytics, data integration, and data quality management. Founded in 1975, Information Builders is headquartered in New York, with offices throughout the world, and remains one of the largest independent, privately held companies in the industry.

Information Builders' iWay Division develops a Data Management Platform called OmniGen™, which empowers organizations to have complete administrative control of their most vital data assets. Whether installed in-house or in the cloud, it enables rapid access to timely, accurate data across all systems, processes, and stakeholders. iWay's OmniGen platform serves as a basis of multiple applications in a wide range of verticals including healthcare, retail, and financial services.

### **Business Challenge**

Information Builders wanted to create a whole new, functionally rich, and modern user interface to their product, in order to enable business users and IT to collaborate on data quality and governance projects using business user-oriented, browser-based data cleansing and data stewardship tools, and to track data quality trends over time with a browser-based dashboard filled with key data quality indicators.

**softserve**

## **The Solution**

In order to achieve their objectives in the shortest possible time, iWay engaged SoftServe. Guided by iWay Product Managers, SoftServe was entrusted with the whole development cycle – from UI/UX work to develop prototype screens, to actual frontend and backend implementation, including full integration of new software into production code stream. SoftServe was asked to quickly onboard the team which had to include not only a sufficient number of engineers with the high level of experience in modern development tools and methodologies, but also business analysts, project managers, and an appropriate number of QA engineers.

The majority of the actual work was performed remotely using SoftServe engineering facilities in Lviv, Ukraine while collaborating with the iWay Product Management of R&D arm in New York via well-established communication infrastructure – the arrangement which resulted in substantially reduced costs to Information Builders.

## **The Results**

With the help of SoftServe, iWay was able, in the course of a single year, to ship a number of product releases with the advanced functionality, helping Information Builders stay competitive and enhance the leadership position of their Data Management product line.

## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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