



CLIENT PROFILES

SERVICE GROUP

sgifs.com

THE COMPANY

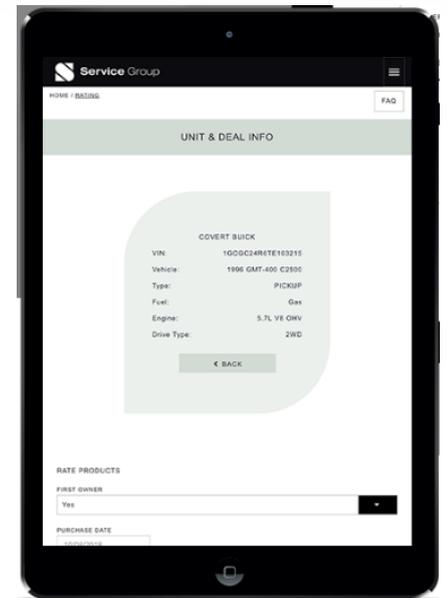
Service Group is a mid-market F&I (finance and insurance) income development company that helps dealerships achieve maximum results. They provide dealers with finance and insurance solutions that increase their bottom line profits.



CLIENT CHALLENGE

Service Group was struggling with a complicated Legacy System with over 50 external integrations and a dated user interface that was cumbersome to use. Every time a new feature was added, a different feature would break. Any time there was a storm, the entire system would go down, affecting hundreds of dealerships and customers. The entire system was unstable and unreliable.

The project resulted in a custom-built, cloud-based application which allows F&I users at dealerships to create, sign, remit and void contracts for services offered by Service Group.



INVENTIVE APPROACH

- 01 Performed a deep analysis of their existing codebase & infrastructure
- 02 Added a highly available cloud architecture
- 03 Added abstraction layer between mainframe and vendors
- 04 Redesigned their primary selling tool to be more modern, responsive, and user friendly

OUTCOMES

- Increased customer retention
- Reduced downtime
- Increased system reliability
- Increased customer acquisition
- Client was acquired due to superior technology solution

TECHNOLOGY

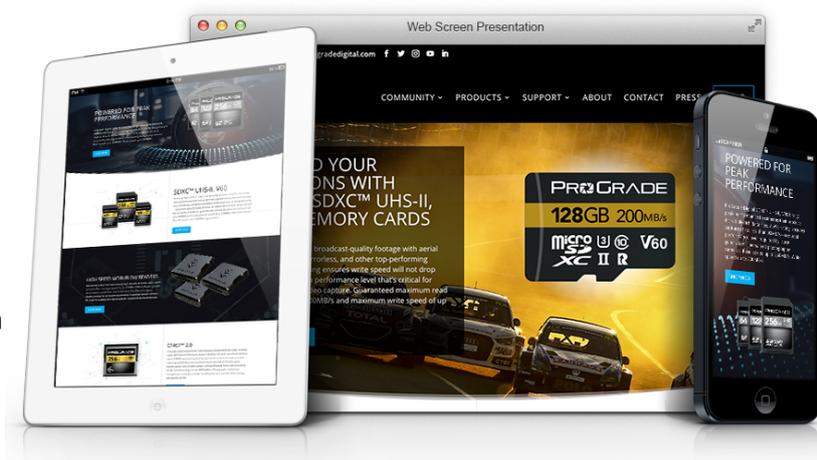
- Azure
- .NET
- React
- AppInsights
- Log Rocket
- Intercom
- UI Design

PROGRADE DIGITAL

progradedigital.com

THE COMPANY

Prograde Digital manufactures high end photography and videography memory cards and readers for leading companies in the photography space.



CLIENT CHALLENGE

ProGrade Digital had an unfinished website done by a third party and were operating under a deadline for a large marketing event where they were launching their new brand. Their timeline had slipped considerably and they were at risk of missing the deadline. Inventive was engaged to build out and manage their marketing site in WordPress and their e-commerce site in Shopify.

INVENTIVE APPROACH

- 01 Quickly rebuilt their site using a manageable WordPress theme
- 02 Shifted their hosting solution to a host that was capable of managing projected traffic needs
- 03 Implemented Continuous Integration and Continuous Deployment (CI/CD)
- 04 Provided maintenance, content updates, support, continuous deployment, marketing, and improved performance

OUTCOMES

- Met critical launch date deadline
- Page performance boosted significantly
- Speed score improvement
- Increased traffic
- SEO positioning increase
- Compliance with the General Data Protection Regulation (GDPR)

TECHNOLOGY

- WordPress, Divi Theme
- HTML 5, CSS
- JavaScript
- PHP
- Shopify, Liquid Layout
- Adobe Creative Cloud Suite
- UI Design

TENAVOX

tenavox.com

THE COMPANY

Tenavox is a commercial real estate leasing platform dedicated to informing, matching and connecting tenants with leasing resources.



CLIENT CHALLENGE

Tenavox was testing their product in one market with the goal to expand. They were unable to do so because of low development throughput and scalability. Search rankings were low so users could not find their product. High bandwidth and data requirements for every page load caused page sluggishness. Infrastructure configuration was unable to support user load, resulting in customers not being able to use the system. Large amounts of technical debt caused significant system complexity which allowed only very senior engineers the ability to work on their product. Significant redesign and UI/UX expertise was needed in order to gain new customers.

INVENTIVE APPROACH

- 01 Designed clean and friendly look to attract a younger audience
- 02 Migrated half of their system to AWS
- 03 Rewrote mapping interface to reduce data dependencies and improve usability
- 04 Removed paywall to make data accessible to Google and increased SEO

OUTCOMES

- Secured investors
- Substantially increased funding
- Invited to an accelerator program
- New design responsive to all screen sizes
- Property listings have doubled in their system.

TECHNOLOGY

- WordPress, Divi Theme
- HTML 5, CSS
- JavaScript
- PHP
- Shopify, Liquid Layout
- Adobe Creative Cloud Suite
- UI Design

UNIVERSAL MUSIC GROUP

universalmusic.com

THE COMPANY

Universal Music Group is the world's leading music company. They own and operate a broad array of businesses in more than 60 countries.



CLIENT CHALLENGE

Universal had spent 3 years of development on a critical piece of their music distribution pipeline which was incomplete and needed to go live to meet a launch date. Missing the launch date would lose the company a catastrophic \$3 million in revenue. There was also concern that the software architecture in its current state would result in data loss under load. The product development team seemed to go slower as new features required significant refactoring. Inventive was engaged to perform an extensive system, architecture, code and team structure audit.

INVENTIVE APPROACH

- 01 In-depth interviews with 150 person technical team
- 02 Inspected code, architecture and source code repository
- 03 Identified critical areas of failure in the current architecture
- 04 Delivered 100 page audit with critical findings, recommendations and solutions

OUTCOMES

- Refactored code base to reduce the footprint of 3 years of technical debt
- Upgraded .NET versions to the latest
- Upgraded service bus versions to a supported current version
- Swapped out the messaging system to the outbox pattern to remove data loss issues
- Assisted the existing product team with environment automation and load testing

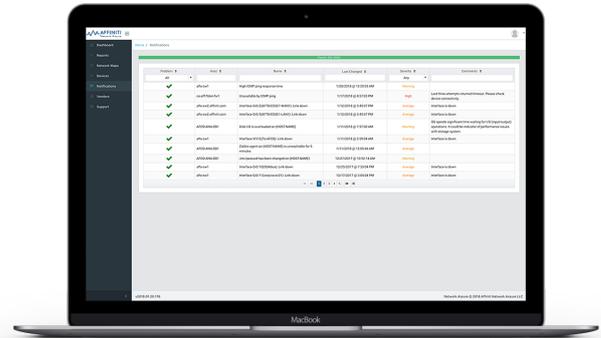
AFFINITI

affinitinetworkassure.com



THE COMPANY

Affiniti Network Assure services provide customers with proactive, end-to-end, network and equipment monitoring and management including network performance monitoring, trouble ticketing, and problem determination through resolution by leveraging proprietary predictive analysis tools.



CLIENT CHALLENGE

When Inventive first met with Affiniti, they had designed their physical hardware product - a literal "black box". They started working on the SaaS application but quickly realized their dev team was not going to be able to deliver the web application in time for the delivery of their product. Inventive was able to get involved quickly and provided Affiniti with engineering resources and product expertise. Inventive helped Affiniti determine an appropriate MVP for the coming release and developed a future roadmap for the application.

INVENTIVE APPROACH

- 01 Worked closely with leadership team to determine MVP
- 02 Rebuilt SaaS application to include new UI, logo, deployment process and feature set
- 03 Launched new SaaS application in time for first devices coming online
- 04 Delivered new marketing website and helped provide assets to their sales team to increase company growth

OUTCOMES

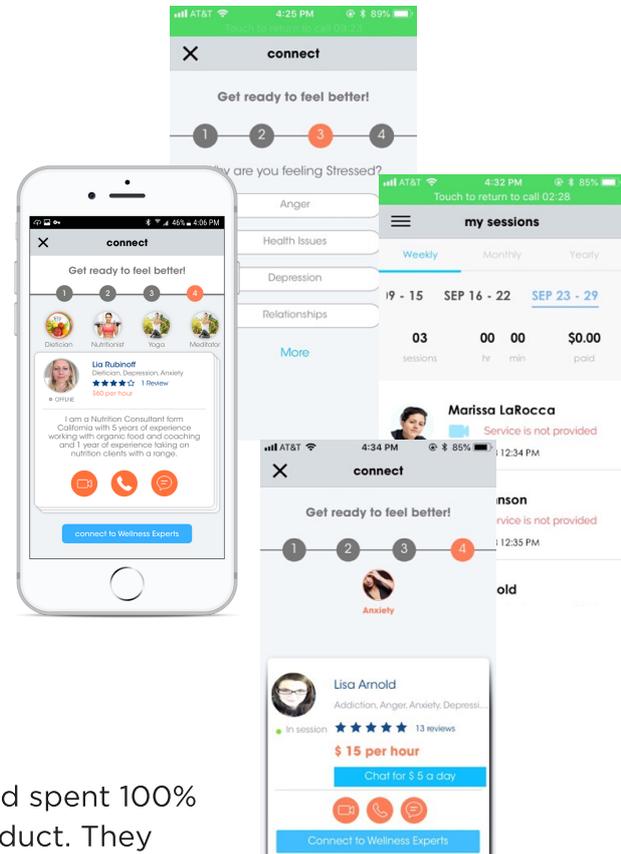
- Critical launch date was met
- Created roadmap for future releases
- Company acquired due to superior product

OM HEALTHCARE

omhealthcare.com

THE COMPANY

OM Healthcare's mission is to remove the "Middle Man" from a health related transaction between doctors and patients. Their applications allow patients to schedule appointments, pay bills, and manage prescriptions at reduced costs.



CLIENT CHALLENGE

OM Healthcare came to Inventive in crisis mode - they had spent 100% of their budget and only received 50% of the desired product. They needed to recoup costs and bring their product to market quickly. Inventive worked closely with the OM leadership team to determine the fastest path to MVP.

OUTCOMES

Inventive developed three separate mobile applications in order to meet OM Healthcare's goal.



PROVIDERS

Providers have the ability to handle payments, scheduling, medications, prescriptions, and other various healthcare related management activities.



PATIENTS

Patients may schedule appointments, see provider ratings, manage provided services, and manage prescriptions.



TELEMEDICINE

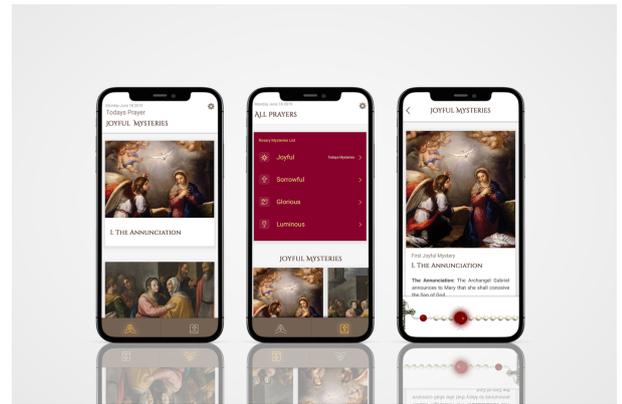
Allows the patient and the service provider to have face to face meetings.

APOSTOLI VIAE

apostoliviae.org

THE COMPANY

Apostoli Viae is a community for members to meet, chat, encourage one another, engage in formation, and discuss matters of the Catholic faith. Apostoli Viae is part of the largest worldwide Catholic Radio and Podcast network.



CLIENT CHALLENGE

Apostoli Viae came to Inventive with the need to create an application that would allow their community members to pray the Rosary using mobile devices. They were looking to create an educational application that would help guide users in the correct way to pray the Rosary.

INVENTIVE APPROACH

- 01 Defined mobile product strategy
- 02 Created UI/UX design for app and different versions of the Rosary
- 03 Developed iOS and Android applications from scratch using React Native
- 04 Delivered finished applications to App and Google Play stores

OUTCOMES

- Developed mobile application using React Native
- Increased Apostoli Viae following
- Increased user donations and subscriptions