

SOFTWARE INDUSTRY

Case Study

ABOUT IZENDA

Izenda is an application-based intelligence provider that brings critical data insights to end-users across industries. Thanks to Izenda's embedded BI solutions, businesses can natively integrate analytics into their applications while conserving development resources and reducing time to market.

INDUSTRY LANDSCAPE & CHALLENGES

The software industry involves the design, development, and maintenance of platforms that can be either on-premise or in the Cloud.

Challenges include:

- High competition as a result of globalization
- Increasing end-user demands and time-to-market pressures
- Importance of innovation and optimal performance

CLIENT CHALLENGES

- Inefficient workflows that damaged the customer experience and resulted in costly defect leakage
- Securely handling data of 1+ million users
- No internal expertise for technology stack considerations
- No internal bandwidth to build an updated platform



“Some third-party firms I have worked with in the past have felt like hired hands, but KMS takes a different approach. It is a true partnership. I felt the team was part of our organization and everyone was committed to the success of the project.”

— Dawn Russell, VP Customer Success & Development

SUCCESS STATS

- ✓ 88% automation coverage
- ✓ 2x increase in release speed
- ✓ 100 new customers brought on to the platform with KMS partnership
- ✓ 4 legacy technologies successfully updated
- ✓ 0 released defects since 2018

KMS IMPACT

- KMS identified security vulnerabilities in Izenda's platform and implemented security testing to prevent fraud and data breaches. Now, Izenda can have peace of mind when handling their end user's data.
- After updating their legacy system with SaaS and ML (NPL), Izenda has a full range of BI functionality. Now they can draw more informed conclusions, support better decision making, and provide more relevant, real-time interactions and experiences to their end users.
- By implementing solutions to improve productivity, KMS reduced defect leakage and maximized cost savings.
- Streamlining Izenda's operations eliminated wait times, increased the transparency of data management, and accelerated releases.
- Providing Izenda with expert insight on improving technical, process, and business decisions resulted in a seamless platform experience and increased the value offering for Izenda's end users.

CONCLUSION

With over 1 million users, data processing is vital to Izenda's customer success. KMS Technology organized and optimized this complex database to provide relevant insights for enhancing their end user's experience.