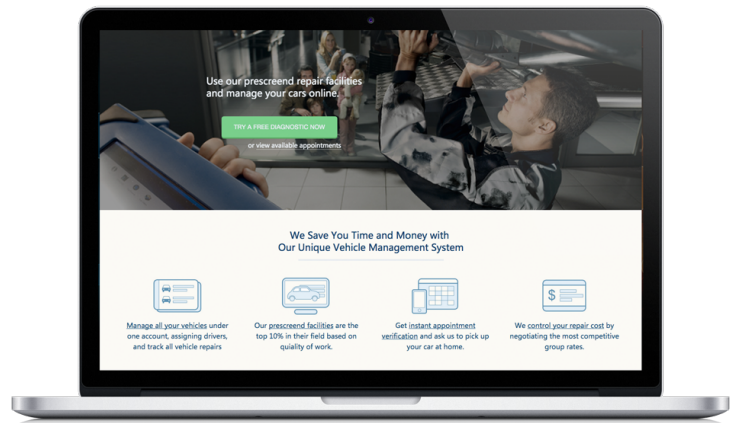


INCEPTIONPAD CASE STUDY



INDUSTRY

Automotive

AREAS OF FOCUS

- Custom CRM System
- Workflow-driven Business Logic
- Optimization of User Experience
- *Agile* Development

SOLUTION

- Designed and developed a custom CRM website to provide Amplus' existing customers an online platform and thus allow Amplus to scale.
- A modular solution, based on a customizable workflow engine, which allows future additions to and reorganization of business logic.
- Uses the *Agile* process to segment the implementation into phases. This approach reduces initial investment costs and quickens the time-to-market.
- Support-driven design and continued development of Amplus' website and future mobile applications.

AMPLUS

“Taking the pain out of maintaining vehicles.”

The Challenge

Amplus is an innovative and thriving business that offers its members free vehicle diagnostics and car maintenance services through a network of validated mom-and-pop garages. Their service takes the pain out of car repair. The company also provides customer and business-relationship management for its network of independent repair facilities. The problem for the company was that all these services were manually performed by staff without a robust online component. For Amplus to grow and scale with new and future opportunities, the company needed to move online.

Amplus began with a very targeted goal: the development of a single website. The initial online portal was funded by the company's existing profit stream. This limited budget necessitated a carefully prioritized development plan designed to deliver a minimal viable product (MVP) to the market first, then over time add additional functions and business logic. After talking to a number of other firms, they chose InceptionPad.

The solution

Amplus' business processes required many interrelated online functions. We began our analysis with InceptionPad's unique purpose-driven design method which decomposed Amplus' business process into detailed sequences of actions and visualized these sequences of actions using a mind map. The various sequences of actions were then broken into functional units that could be implemented as composable programmatic modules.

INCEPTIONPAD CASE STUDY

Platform

Website (IE 9+, Chrome, Firefox, Safari)

What Amplus is Saying

“ InceptionPad saved us a lot of time and money. As a startup company looking to validate a business model, I always had new thoughts on website functions. They had no trouble incorporating new ideas. With their *AGILE* development methodology they have the capability to change direction and still meet my deadlines. ”

– Samuel Bitaraf,
Century Vehicle
Services LLC.

Services

- Purpose-driven Design
- Product Management
- Agile Development
- Website Maintenance
- Technical Support

An important feature of the initial website product is that it is driven by a customizable workflow engine that mirrors Amplus' unique business process. By creating this workflow engine as part of the initial design, we can add to or augment existing modules and update the engine's logic without impacting the current implementation. This allows Amplus to significantly increase their online functionality without requiring changes to existing website functions.

InceptionPad is committed to the success of our customers and the continued improvement of our product offerings. We provide ongoing support of Amplus' website and conduct monthly reviews of our support efforts. These reviews provide feedback which is incorporated into incremental changes to Amplus' website.

The outcome

Using our *Agile* process and custom workflow engine, we were able to provide our services to Amplus at a cost 87% lower than the nearest competitive bid received by Amplus. Additionally, we were able to deliver the initial product 40% faster than our nearest competitors development estimate. Our *Agile* development and ongoing support has allowed Amplus to continue to expand their online business and to drive down development costs. InceptionPad is Amplus' only long-term technology partner.