

Life Sciences company ensures continued success of its leading medical application

Safeguarding a majority market share whilst
securing its future pole position.



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Securing and growing market share

Turning vision into reality

Following the launch of a highly successful medical application, our client quickly realized that it could significantly increase its market share, but also knew that they needed to take decisive, rapid action.

Together with Tecknoworks, **the company identified three pivotal areas needed to achieve their ambitious goal.** As partners, we engaged in a four-step process to turn an exciting business vision into reality.



01.

FUTURE-PROOFING

Leveraging the latest technologies and design concepts to maintain and expand pole position in highly competitive markets.

02.

ADVANCED FUNCTIONALITIES

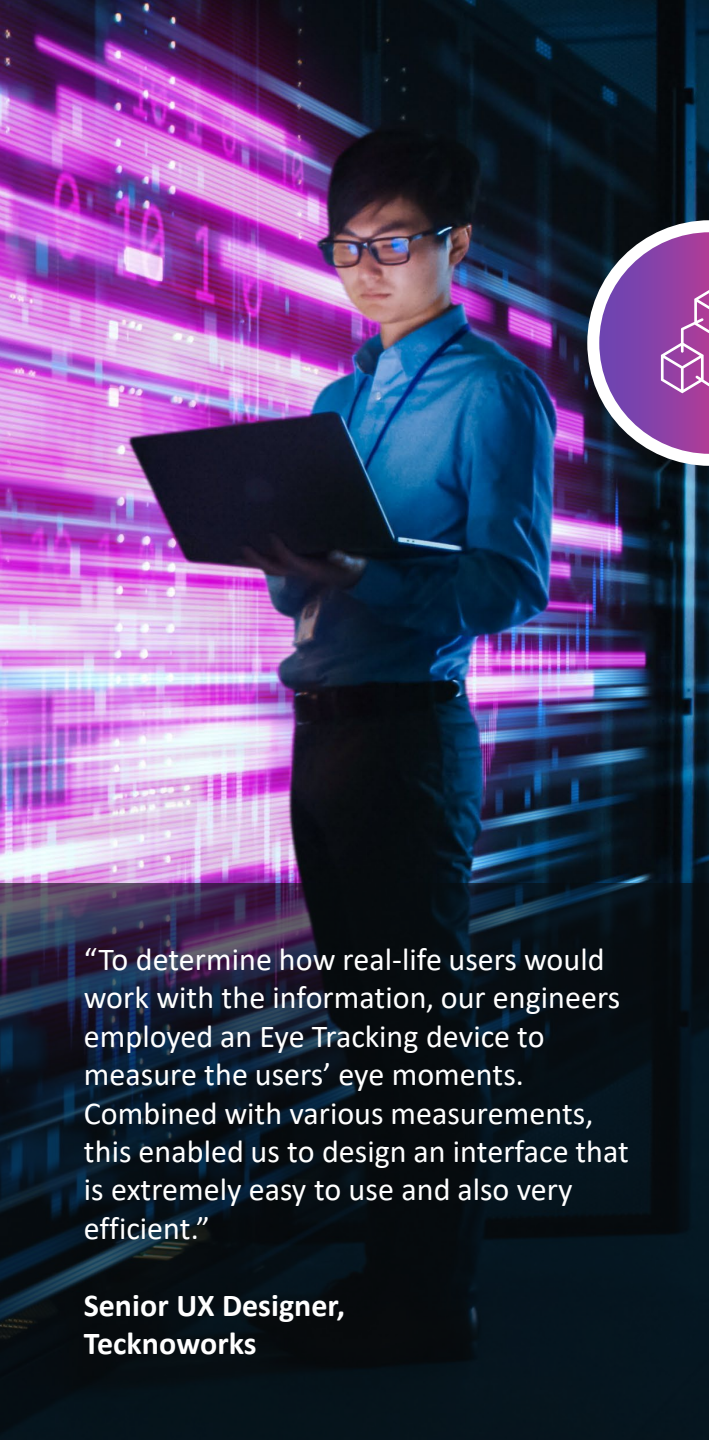
Adding advanced features to stay ahead of emerging competitors (e.g., requested support for mobile devices).

03.

FINE-TUNED USER EXPERIENCE

Optimizing user interface, information structures, and overall performance to deliver a state-of-the-art, streamlined user experience.





REQUIREMENT #1

Future-proofing the solution

Our client made a conscious decision to implement technologies and design concepts that would ensure the solution's future for many years to come.

Among others, its features include: →

Scalable, flexible web application design

The architecture and technologies all follow the latest best practices for web applications. For example, the technology stack employs the practices of “Separation of Concerns” and “Maintainability”

Minimal “Vendor Lock-in”

The open design makes it easy to replace or upgrade components. For example, it allowed us to introduce a new database that turned out to be perfect for this particular use case.

Easy deployment at any scale

To prepare for the anticipated massive growth, the customer opted for a centralized, thin client-based approach to rapidly deploy new client solutions at any scale.

“To determine how real-life users would work with the information, our engineers employed an Eye Tracking device to measure the users’ eye moments. Combined with various measurements, this enabled us to design an interface that is extremely easy to use and also very efficient.”

**Senior UX Designer,
Tecknoworks**

REQUIREMENT #2

Advanced functionalities



The success of the solution depended in part on the use of the latest technological capabilities.

The design therefore includes:



Flexible integrations

The platform now supports multiple data sources and data integrations to collect information from multiple data endpoints (hospitals, pharmacies, etc.).

Support for mobile devices

By popular demand, users can now access the application from mobile devices.

Intelligent data interpretation

The application can automatically detect critical snippets of information and present them intelligently.

Integration with 3rd-party dispensing robots

Since the launch of the original solution, the medical industry has increasingly adopted automated warehousing. The new platform integrates with such third-party robotics.



REQUIREMENT #3

Providing the optimal user experience

Recognizing that a smooth user experience would be critical to the continued success of their application, the client emphasized the following design considerations: →



Intuitive user interface

Building on the application's ability to identify critical snippets of information, the interface proactively highlights these details, such as a patient's allergies, any medication contraindications, and even personal dosage limits.

Fast responses, short turnaround times

Our use of the latest technologies made an already fast application even faster in responding to user interactions.

User-specific customization

In accordance with the latest design principles, our client wanted users to be able to customize the interface to their personal tastes and preferences (without compromising functionality, of course).

MISSION ACCOMPLISHED!

- MAINTAINING AND GROWING MARKET SHARE
- SECURING FUTURE GROWTH

We combined our clients' intimate knowledge of their markets with our deep understanding of the latest technologies and practices.



As a result:

Existing and new users are now thrilled with the overall responsiveness, and new clients are already representing a multi-million dollar increase in revenue.



What's more:

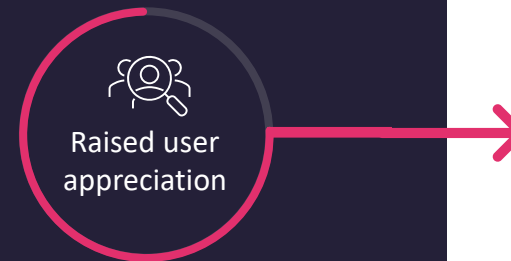
Our customer has penetrated several international markets and continues to do so. In addition, their application is a key component of the UK's National Health Service.

“The Tecknoworks solution has proven worth its weight in gold!”

Director of Strategic Initiatives, client company



- From local to international reach.
- Entering more and more markets.
- Solution now in use by the UK's NHS.



- Support for mobile devices well-received.
- User-friendly interface and functionalities: auto-highlighting of patient allergies and contraindications; auto-dosage checks.
- Solution ready for future enhancements that benefit users: multi-vendor database support, modular architecture design.



- Projected revenue increase of several million dollars in the first three years after delivery.
- Significant growth in total number of users.
- Significant increase in new contracts signed.

Tech Stack and Ongoing Consulting

TECH STACK

- Microsoft .NET framework; Microsoft MVC; Knockout-for JS (for UI and data binding; IRIS NoSQL database (fast in this use case), others are equally well supported with minimal development efforts.
- Built-in scalability, flexibility, and performance / responsiveness.

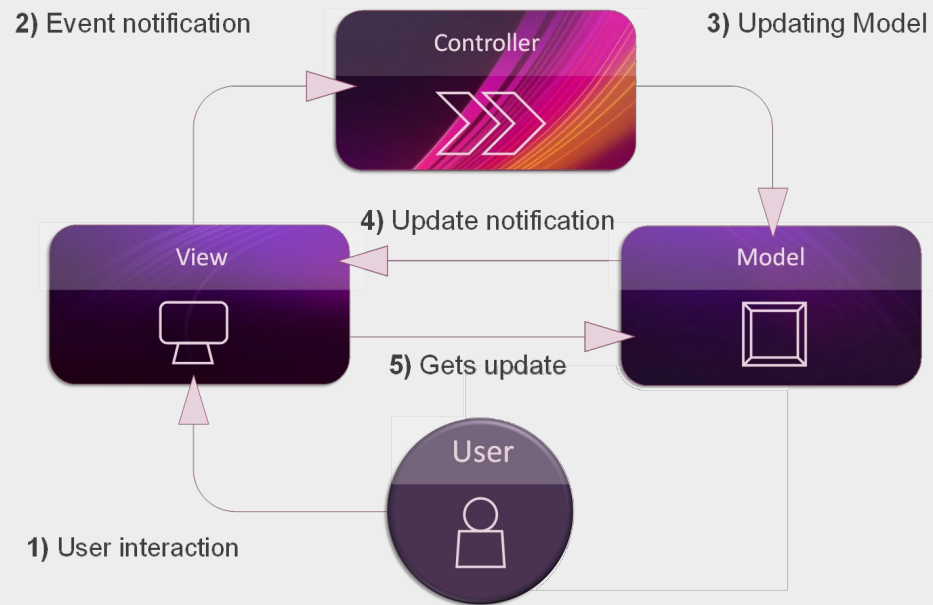
ONGOING CONSULTING

- From idea to production, using the time-proven 4-step Double Diamond approach.
- Agile collaboration, to ensure fit for purpose and alignment with the vision.
- Partner organizations work together in a virtual team that includes the product owner, our consultants, and various skilled engineers (application, data, design).



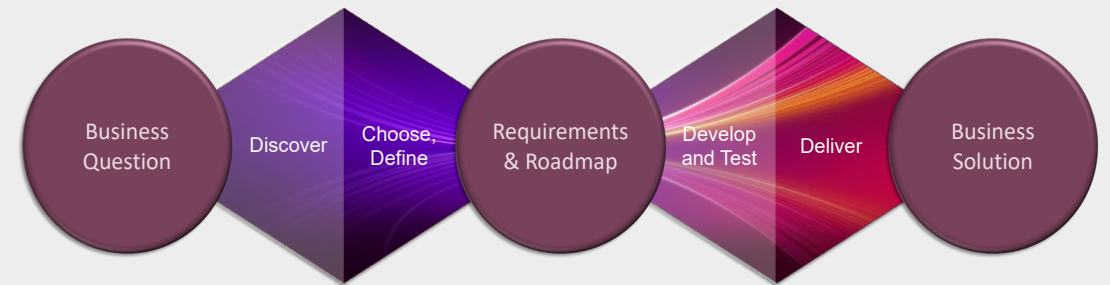
Architecture and Project Approach

Application architecture, based on the Microsoft
MVS framework



Project approach: "Double Diamond"

Four phases, focused on "designing the right **things**" then on
"designing things **right**"



Innovate. Accelerate. Surpass.

Your catalyst to true competitive edge.

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About us

Our evolution

At our founding, Tecknoworks focused on software engineering, creating fully customized digital solutions. Soon after, we recognized that the revolutionary power of data would alter the business landscape forever, and we became early and vocal advocates of analytics and BI. Today, cloud data services are at the core of our offerings, providing complete, integrated, and future-proof solutions for any imaginable data need.

Our default mindset

Anything is possible. From ideation to delivery, we uncover every opportunity to solve your business problems, maximize your profit, and propel your growth.