

Startup Software Company Migration Strategy

Situation

- Our client, a software company specializing in donor management, needed help devising a rollout strategy for the release of their new flagship software product
- The new management team had recently inherited a spin-off company with a history of unhappy customers due to poor product rollout and support
- While having deep experience in the non-profit donor management industry, the client team was small and they were not experienced in developing software product strategies
- In order to ensure the success of the company, the client would need to demonstrate the ability to quickly and successfully roll out its new product to existing customers and to new customers

Solution

- Pariveda Solutions developed a Software Factory approach that included six primary phases: Plan, Analyze, Execute, Train/Test, Install, and Support
- These processes facilitated crisp communication with the customer, specific understanding of each customer's requirements, and a well designed application and data migration process
- This approach allowed the client to leverage their limited resources and manage multiple projects while also maintaining a controlled rollout process

Benefits

- The client had an actionable plan that enabled them to take their new product from the drawing board and deploy it to their customers
- This approach ensured that the client launched their business successfully by quickly converting existing customers and creating a great story to share with new customers