Solving Customer Business Challenges Through Software Development
Dynamic Applications Customer Case Studies

Davis Vision
A Web-based self-service site allows vision care providers to submit claims and interact with Davis Vision customer service.

Davis Vision is a leading provider of vision care coverage for employers and is a manufacturer and distributor of eyewear and contact lenses. Their customer service call center handles claims and questions from customers, covered employees, and Davis' 14,000 eye care providers. Highly trained operators must know many business rules and codes to use Davis' legacy ERP system with its 3270 terminals — resulting in a very high cost per call. Dynamic Applications teamed with Davis Vision's legacy support team to develop an easy-to-use Web-based self-service site for their network of vision care providers. Now providers can sign up, submit claims, check order status, and conduct other customer service transactions quickly and easily, helping Davis Vision reduce customer care costs while providing better service. The site has quickly become the benchmark by which others in this market are judged.

> *"DynamicApps is a true partner. They worked closely with us to develop a high-quality system to meet the needs of customers as well as achieve our business objectives."*
>
> Mike Thibdeau, Sr.
> Senior VP & CIO
> Davis Vision, Inc.

Merrill Lynch Training System
An online, interactive training system keeps 8,500 brokers up to speed on SEC regulations.

> *"DynamicApps developed this system in record time and deployed it to 8,500 users without a hitch. It has become an essential tool for training and compliance testing."*
>
> Cheryl Margulis
> Manager, CICG Training
> Merrill Lynch & Co., Inc.

Merrill Lynch's Corporate and Institutional Client Group needed to demonstrate that their 8,500 brokers understood concepts related to money laundering, fraud and other SEC regulations. Dynamic Applications developed a Flash-based content delivery and assessment system that engaged and trained brokers while minimizing disruptions to their busy days. The system is integrated with Merrill Lynch's HR system to automatically determine which courseware each employee is required to complete. For assessment, brokers can choose from questions embedded in the material, a quiz, or Jeopardy[tm] style game at the end.

Oneida, Ltd Online Store
A first-class online store integrating e-commerce functionality with legacy systems.

Oneida, the leading flatware company, turned to DynamicApps to develop an online store that would showcase the highly visual nature of its products while providing rich commerce functionality and integration with legacy information on inventory and pricing. The store quickly became a major source of revenue and customer satisfaction. As usage of the store has increased dramatically and new products and features have been added, the original design has proven to be scalable and extensible, thus increasing the long-term value of Oneida's decision to work with DynamicApps.

Schering-Plough Corporation

An innovative online "diary" allows patients and their doctors to track asthma treatments.

Schering-Plough's Integrated Therapeutics Group is on the cutting edge of health care research. In regards to asthma, research has shown that many patients do not take their prescribed "control" medication regularly, and instead overly rely on "quick relief" medications. This can result in hospitalizations and complications — many of which are preventable. Dynamic Applications developed a pilot program, called the Asthma & Allergy Support Center, which allows patients to enter daily "diary" information such as symptoms, triggers and medications. Patients can view their trends and get automatic coaching messages regarding their medications and health. Physicians can see at a glance how patients are doing and can send them messages or have a staff member phone a patient having trouble.

"DynamicApps showed an exceptional commitment to this project and participated fully from requirements gathering to final delivery, operations and support. They delivered flawlessly; on time and within budget."

Maura Zazenski
Internet Strategy Manager
Schering-Plough Corporation

Institutional Investors News, Inc.

A new revenue stream from packaging and selling existing online information assets.

"DynamicApps helped us build a new service that resulted in new customers and added revenue. Their team truly took the time to understand our business and bring out the best in our application."

Severine Chevrel
Director of Business Development
Institutional Investor Newsletters, Inc.

Institutional Investor News is a publisher of financial industry trade journals and newsletters. They specialize in collecting information about investment managers and the organizations that hire them. In speaking with DynamicApps, they realized this information could be even more valuable if it could be published more quickly and be electronically searchable. To solve this challenge, DynamicApps developed the IISearches Web site, a separate service offered by IINews that uses existing corporate information assets to create a new revenue stream while providing actionable information to their subscribers. Paying subscribers can perform timely searches and set up email notifications for important information.

JLT Services

An automated Web site builder streamlines channel communications and enhances sales efforts.

JLT Services is a nationwide provider of benefits services. Dynamic Applications developed the JLT Services Portal Builder to enable the employers, unions and affinity groups that JLT serves to include JLT benefits information on their Web sites. Now a JLT administrator types in a portal name, uploads a logo, selects a set of colors and styles, and a customized portal is created on the fly. Administrators can select which products employees have access to and can also enter an employer code to connect the portal to JLT's legacy system containing detailed benefit information.

JLT expected this to be a valuable tool for their existing customers, but it also turned out to be great as a sales tool. It previously took days to develop each portal; with this system it takes minutes, and now JLT can easily create a portal to show a prospect and help close a sale.

"DynamicApps helped us discover an innovative way to automate a manual process, saving us a lot of money and creating new sales opportunities for JLT that produced a quick ROI."

Bill Tyson
Senior VP
JLT Services Corporation