CASE STUDY

GENEMS builds new enterprise grade CRM application in record time. Gains competitive edge in SMB market.

Using DXterity8, Genems accelerates the development and completion of their new CRM Plus application in half the estimated time with 50% fewer resources.

The Challenge

Genems provides consulting and development services spanning the entire software lifecycle across multiple industries. Strategically, Genems created iTop, a cloud-based ERP system. iTop is a sophisticated completely integrated package that maps the most current as well as the traditionally prevalent business practices in vogue. Genems designed iTop for small-and-medium scale enterprises.

In line with its strategy for keeping a competitive edge through innovation, Genems planned to develop a full-service CRM & Marketing application that could both stand alone as a flagship solution and also be seamlessly used with its iTop ERP system.

Typical CRM systems manage a company's relationships with customers and potential customers. Genems planned on building a full-service CRM module that manages all types of external communications that an organization may require by using chatbots to navigate through the app, and drag and drop boards to easily manage data. In addition to a full-featured CRM application, Genems wanted to build-in marketing automation, including campaign, ad, and social media management.

Building an application with this level of complexity was estimated internally at 10 months using a sizeable team of approximately 8-10 resources to complete. Genems challenged its development organization to accelerate the project's time-to-market without sacrificing the high-quality that Genems has become known to deliver - all while using fewer resources!

The Solution

While tasked with accelerating the required CRM and Marketing module development efforts, the Genems team evaluated and chose a relatively new app development platform, DXterity8 (DX8). DX8 was created by DXterity Solutions as a productivity platform for software development that accelerates development and simplifies maintenance of enterprise-grade and mission critical applications.

The Genems team adopted the DX8 platform after a few hours of product training. A compelling feature of DX8 is its ability to consume a physical data base model and generate a complete solution framework in .NET, .NET Core or Java. The generated code includes core source code, web API, web UI, unit testing, documentation, solution files, libraries, logic tiers and an abstracted data model.

"DX8 played an important role in speeding up the overall app development process and significantly cutting down the costs," said Venkat Duddukuri, CEO of Genems.

The Genems team utilized DX8's power of automation in combination with their traditional and proven methodology for end-to-end application development lifecycle.

After the planning and analysis phase were completed for the CRM module, Genems moved to complete the design of the data model. The DB Analyzer feature of DX8 quickly validated and then proposed enhancements to Genems' data model. *The development team loaded the CRM data tables into DX8 and generated all the required code, unit tests, handlers, and authentication in less than 10 minutes.* This feature allowed Genems' resources to attend to other critical tasks while accelerating the project timeline.

With the help of DXterity's productivity platform, Genems was able to complete its full-feature CRM and Marketing flagship application in record time.

Results

The Genems team completed the development for the new CRM & Marketing application in 4 months with **50% less resources** which otherwise would have taken 8-12 months. *"DX8 played an important role in speeding up the overall app development process and significantly cutting down the costs,"* said Venkat Duddukuri, CEO of Genems.

The team was able to generate high-quality industry standard source code in a developer friendly format which was easy to understand and modify. Once codes were generated, they were robust for deployment eliminating any rework. DX8 provided Genems an extremely easy to use client-side application, which handles navigation and business validation with minimum requirements from the team.

About Genems

Genems provides enterprise software and IT services including cloud migration solutions and application modernization in the areas of ERP, CRM, POS, LMS, IMS and analytics across multiple industries. Headquartered in Charlotte, NC with offices in Nashville, TN and Hyderabad, India; Genems sells and supports an array of software applications including iTop, 360- Analytics, IMS and the Genems Patient Portal.

New CRM Module

- *Competitive Edge* – Adopting DXterity8 coupled with the Genems app lifecycle methodology ensured a faster time to market for the CRM & Marketing application. On-going requirements and enhancements are easily added with minimal effort.

4 Month Time-to-Market

- *Fast Time-to-Market with Half the Planned Resources* - The DXterity productivity platform, DX8 with its many features and capabilities helped the Genems team design, develop, and deliver the new fully featured module in only 4 months. DX8 enabled Genems to scale down its development team by half without sacrificing quality software development.