



How a productivity transformation led to rapid growth



IPD Analytics (IPD) delivers actionable insights to institutional investors and industry participants using their proprietary analysis techniques.

Humble **Beginnings, Bold Results**

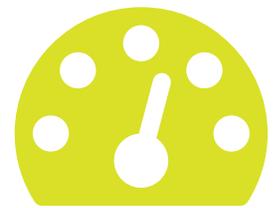
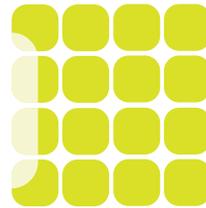
Our engagement started with a small email publishing tool to send out subscriber notifications. Early success earned early trust. IPD wanted to aggressively grow its subscriber base and operations and with us they found the right partner. Informulate was responsible for key decisions, execution, and day to day support of its mission critical platform. Together this 8 year engagement resulted in a powerful, core application that tripled their operations and is touched by practically every employee, every day.



20 man hours saved per week



300% increase in volumes



70% performance increase



Reach us at solutions@informulate.com
informulate.com [@informulate](https://twitter.com/informulate)

What were IPD's specific pain points?

Check it out on the next page



What were IPD's specific pain points?



Outdated
Legacy Application



Lack of
Software Process



Technical
Maturity



Need to Scale
Operations Quickly

Approach

We used Agile methodology to flesh out new features, deliver consistently every month, and quickly respond to IPD's needs. We constantly pushed the envelope for technical productivity with tactical uses of NoSQL, Azure, Responsive Design, and high performance AJAX-driven interfaces. Smart monitoring tools and automated unit/functional testing helped maintain a high quality, while minimizing cost.

"The Informulate team is reliable, agile, and responds quickly to my needs. Over the years, the team has evolved to meet our changing needs. I recommend them highly as a stable, long-term software development partner."

Mark Brackett
Dev. Manager, IPD Analytics

 Find your solution

