# SCGi
Aligning Business And Technology

CASE STUDY: Enabling Revenue Growth through Stable, Secure Software-based Product Development

Wertz & Company is a leading CPA firm in Southern California, recognized in the business community for its unique and innovative method of delivering professional financial services to its clientele. SecureDock is a new venture from the founders of Wertz & Company that provides a secure digitial safety deposit box service for business, individual, and trust clients.

The SecureDock web application was initially developed by a software vendor and used internally by Wertz & Company for a year to test drive the product and business model. While Donna Wertz, founder of SecureDock, was happy with the concept, she was unhappy with the product quality and performance, concerned about security, and frustrated with the lack of support she was receiving from her development partner.

The Business Problem – Product too Flawed to Go To Market!

SCGi was initially engaged to assess the SecureDock application to identify the source of the concerns. The first step SCGi took was to complete an assessment of the situation.

Define Scope → Collect Data → Analyze Results → Recommend Change → Create Roadmap
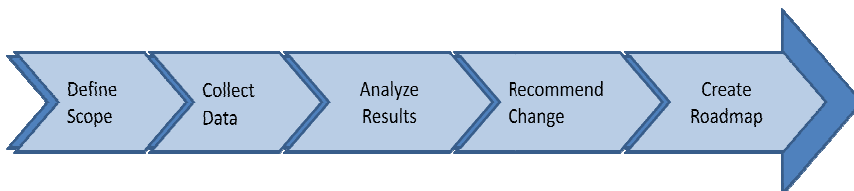
The assessment consisted of jointly defining a clear definition and scope of the problem, gathering data through business sessions and code reviews and then consolidating and analyzing the data gathered. Observations and recommendations were reported back to SecureDock management in a form they could act on.

SecureDock's goal was to go to market by the end of the calendar year using a B2B business model, selling to other professional service firms that would recruit their clients to the SecureDock service.

> "SecureDock was referred to SCGi at a very critical point in its development. We were rolling out of an initial beta stage and knew we needed a major software review and upgrade. SCGi completed a thorough analysis of our application and worked closely with us to combine those findings with new enhancements to create a detailed software requirements list. Implementing a clear software development cycle, SCGi's developers were able to write us an application that allowed SecureDock to advance to the next level of marketing with a superior product unmatched in the industry."
>
> *Donna Wertz*
> *SecureDock Founder*

During the assessment, not only were performance, quality, and security identified as key barriers to meeting this goal, but flaws in the original product design made the B2B business model impossible. In addition, poor SDLC practices such as lack of documentation, flawed application architecture, and lack of defect management and release processes were also obstacles to successful business growth.

Rapid, focused action produces results

With just a few months left before year end, SecureDock engaged SCGi to rapidly redesign and implement the SecureDock product. This included:

✓ Capturing the business requirements in a written document to ensure product design and features were well understood and agreed upon
✓ Providing many innovative improvements to product design once business intent was well understood
✓ Completely re-writing the product in a compiled language with a re-designed architecture to improve security and performance
✓ Fixing many existing product flaws and quality issues
✓ Adding new features to enable the B2B Business Model including much more robust administration and billing

In addition, SCGi assisted SecureDock in moving their SaaS service offering into a state of the art co-location facility that would provide the security, reliability, and availability they wanted to offer their clients.

SecureDock Goes To Market

The new, improved SecureDock product was in production two weeks into the New Year and quickly enabled the sales team to complete their first 2 sales in just a few weeks! The new product is highly secure (using (AES encryption), has few defects, sub-second response time, and is hosted in a state of the art secure facility that SecureDock can be proud to advertise. The software quality has been so good that SecureDock has not required support from SCGi to manage their new clients.

SecureDock now has a stable product infrastructure to support their business plans. When business growth supports the investment in a permanent product development team, SCGi will be there to provide. The documentation of the architecture, defect history, and code base knowledge transfer will support a seamless transition. Until then, SCGi will continue to support SecureDock as they provide secure document storage to their clients.

For more information on an IT Assessment for your business, please contact us at Info@ConsultSCGi.com or (888) 607-SCGi.