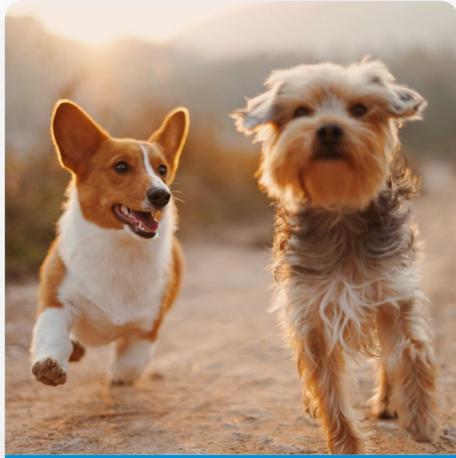# Business Value Mapping Based on DevOps principles

Client Success Story

Industry

Pharmaceutical
(Animal Health)

Client

A global animal health company

Challenge

- **Legacy platform**: One of our clients had a legacy platform system developed in archaic technology by a creative agency with deep knowledge but no technology expertise.

- **Lack of documentation and support**: The client was left without any documentation or support.

- **System Modernization**: Redesign and modernization of the outdated system.

- **User Support**: Provide consistent support and improve user adoption.

Solution

- **System Redesign**: We redesigned the system and implemented a modern technology stack.

- **Dedicated DevOps team**: Established a dedicated DevOps team to support business users on a daily basis and work on implementing new features.

- **Business Value Mapping**: Performed business value mapping and agreed with client on next steps to increase user adoption.

- **New Mockups**: Introduced new mockups for the system and mobile application

Benefits

- **User growth**: Achieved a 168% increase in users over the past year.

- **Consistent staffing**: Maintained the same dedicated DevOps team for more than four years.

- **Cost Optimization**: Reduced support costs by 40% through flexible approach and DevOps team structure.

- **Improved System Layout**: Implemented new system layout with dynamic content creation.