



SUCCESS STORY ENGINEERING

INCREASING MATURITY IN AGILE SOFTWARE DEVELOPMENT

Apexon delivers high impact changes in delivery approach to elevate overall company performance



This Fortune 500 company is a global provider of print and digital marketing services and related supply chain solutions. They help create powerful and cost-effective integrated communications for more than 60,000 customers worldwide. In addition, its logistics services help customers save on distribution and transportation costs while improving delivery reliability.

As the client's logistics services business grew rapidly, they faced difficulty in keeping up with changing demands and new opportunities in the software development that powered the service.

rrd



Fortune 500 company with 150+ years in business



Present in 34 countries at 200 locations with more than 43,000 employees serves more than 50,000 customers



World's largest commercial printer (2007)

THE CUSTOMER JOURNEY

2011

- Legacy migration

2015

- Migration support, wire-framing, DLSw Connect, Marketing Solution Group, UX, Chatbox Support Desk

2019

- Pageflex, West Caldwell support, Wells Fargo support, BCS support

THE RESULTS

KEY OUTCOMES



**DRAMATIC REDUCTION
IN TIME-TO-MARKET**



**RECORD REDUCTION IN
SOFTWARE DEFECTS**



**IMPROVED CUSTOMER
SATISFACTION SCORES**

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies
across the digital lifecycle.



GO DIGITAL

**LAUNCH &
EXPERIMENT**



BE DIGITAL

**AUTOMATE &
ACCELERATE**



EVOLVE DIGITAL

**BE INTELLIGENT
& AUTONOMOUS**

**Enable digital adoption in
a quick, and agile manner**



**Build digital infrastructure
and foundation for
enterprises to scale**



**Leverage data engineering
to make strategic decisions
and get digital right**

Apexon helped with RRD's Agile transformation. Apexon initiated a multi-faceted effort consisting of training, piloting, coaching and paring to start the transformation.

Apexon implemented matured development environment which paved the way for improvements in environment virtualization, release management, automation (both functional acceptance testing and in build quality verification) and project management.

THE CHALLENGE

IMPLEMENTING SUCCESSFUL AGILE PROCESSES

Although the company had introduced Agile methods and practices, the logistics services team was not seeing the expected benefits. They struggled to deliver new software services quickly in response to customer feedback, there were issues with software quality and rework, and it was difficult to maintain.

Apexon performed an assessment of the situation to identify root causes and prioritize areas that would have the greatest impact on software development and the delivery of new services to the company's logistics services customers.

THE SOLUTION

MAKING AGILE WORK ACROSS THE ENTERPRISE

With priorities identified, Apexon initiated a multi-faceted effort consisting of training, piloting, coaching, and paring to start the transformation. In order to achieve both immediate and scalable impact, the initial focus was on a combination of both new and existing projects.

Over the course of the next 12 months, Apexon worked with the client's logistics services team on a mix of large- and small-scale coaching and training. Each product stream stack (including business partner and developmental teams) was allocated approximately 90 days of dedicated coaching and training. This provided a way to fine-tune the results and perform any necessary course corrections in the actual product development space.

The teams learned to utilize test-driven development, XP (Extreme Programming) practices, behavior-driven techniques, and design patterns in development. Advanced training offered by Apexon helped key resources become Certified Scrum Developers and continue the work of growing and maturing teams within the company. Positive results from the training were seen in as little as 30 days.

In addition to increasing the company's development maturity, its logistics business partners were also gaining new skills in areas such as multi-level release planning, advanced product management, cross-team dependency management, and emergent product design. Combined with a new focus on fast feedback and minimum viable product (MVP), these business partners became better aligned and set the stage for faster product delivery. The effort also paved the way for improvements in environment virtualization, release management, automation (both functional acceptance testing and in build quality verification) and project management.

The impact for the company was dramatic:



Time-to-market was drastically reduced

New projects that previously took 15 months or longer were reduced to fewer than 90 days. And with each new project, this number continues to improve



Defects were reduced substantially

Software defects, along with the time spent working on them, dropped to record lows and allowed teams to spend more time working on new features



Customer satisfaction (CSAT) scores improved significantly

The changes were so transformative that the client and Apexon made a joint presentation on the project and the journey involved.

"There are lots of companies out there who can help us build some software. Apexon is the only one I've seen that is committed to making us better at the same time. That's a real strategic advantage."

Client's IT Manager



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



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FEELING SOCIAL?

