



**Global Software Delivery Model  
Case Study: Enterprise Application Integration Using  
Microsoft BizTalk Server**

**PROJECT DETAILS**

- Client:** A Major Health Care Service Provider
- Vertical:** Health Care Services
- Technologies:** BizTalk Server, MSMQ, Web Services
- Solution:** Enterprise Application Integration (EAI), IOTAP Solutions for Microsoft Platform Partners
- Highlights:** Increase in customer recovery rate  
Fully automated process



Tridion



Sharepoint



Endeca



DNN



MS Dynamics

IOTAP then developed a **BizTalk, MSMQ, Web Services solution** to meet the client's requirements.

## BUSINESS SCENERIO

The health care service provider had launched a service where they had tied up with different fitness centers and were offering promotional discounts to its subscribers to use the fitness centers around the country. The fitness centers (over 500) of them, would send excel files about the member's attendance for accounting purposes to the health care provider. The health care provider would then process the excel files manually and then enter in the data in to its ERP backend system.

The following were the problems with the above approach:

- ▶ Manual processing very time consuming and labor intensive
- ▶ The business rules were always changing depending on the market situation and all of the staff needed to be abreast of the changes in order to process the information.
- ▶ The process was extremely prone to human error
- ▶ On average 15% - 20% of entries were not being processed, which caused accounting errors and lost revenue

## SOLUTION

IOTAP along with the help of a Microsoft Platform Partner (MPP) came up with an innovative solution which helped the customer over come all of the problems it faced with the existing systems and process.

The MPP in conjunction with the end customer provided IOTAP with the following information

- ▶ Screen Mockups
- ▶ Functional Specification
- ▶ Database Schema

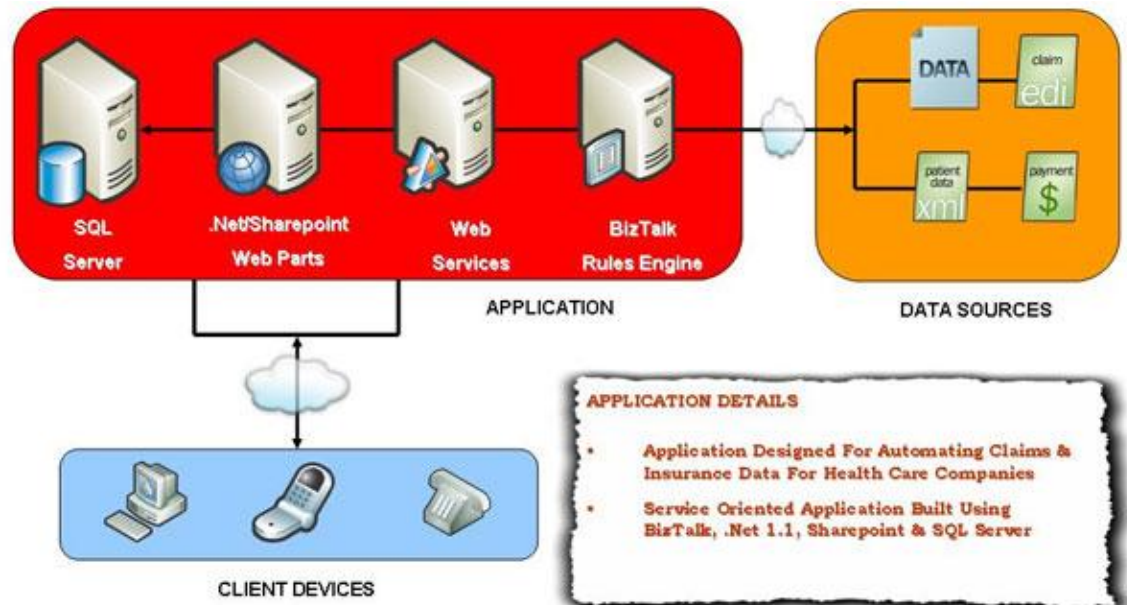
IOTAP then developed a BizTalk, MSMQ, Web Services solution to meet the client's Requirements.

Here are the technical steps, which IOTAP followed to implement the solution

- ▶ Understand and develop a prototype the business flow as per the functional specification
- ▶ Develop BizTalk Orchestration, for each of the individual business flows
- ▶ Integration of BizTalk Orchestration, Configuration with BizTalk Rules Engine
- ▶ Fusing all of the Orchestrations together to automate the complete Business Flows

Deploying an in-house solution enabled Customer to gain more timely access to data

Entire process is fully automated and has cut down processing time from 3 days to less than 15 minutes



## BENEFITS

The IOTAP/MPP solution has already helped Customer to increase its recovery rate, and the loss prevention team expects it will improve as they further refine the reporting and alerting functions. Customer expects the impact of the solution will expand beyond loss prevention to help managers more effectively plan and monitor operations at all locations based on easy to access, timely staff performance data. Key benefits include the following:

- ▶ Eliminated service costs. Deploying an in-house solution enabled Customer to gain more timely access to data, and also enabled it to eliminate the ongoing cost of an outsourced solution.
- ▶ Eliminated lost revenues. The system kept all of the erroneous processing in a single place, where the appropriate managers could review the information and contact the appropriate fitness center for further clarification.
- ▶ The entire process now is fully automated and has cut down processing time from 3 days to less than 15 minutes, with minimal human interaction!

## About IOTAP

- ▶ Business Since - March 2004
- ▶ Provides Offshore & Onsite Software Development & Support Services
- ▶ Based out of Mumbai & Chennai India
- ▶ Microsoft Gold Partner
- ▶ Microsoft Silverlight Partner
- ▶ STPI Certified Facility
- ▶ Co-Founded By Oracle & IBM Alumni



## Contact Information

- ▶ Tel : IN +91.22.2837.7732 (Ext 601 For Sales)
- ▶ Tel : US +1.480.282.8751
- ▶ Fax: +91.22.837.7732
- ▶ Web: [www.iotap.com](http://www.iotap.com)
- ▶ Email: [info@iotap.com](mailto:info@iotap.com)