techcello
SaaS Made Easy !

Case Study

Digital Management Platform for a Leading Global Accounting Firm

ABOUT THE CUSTOMER

Our customer is one of the Big 4 Accounting firms with a global network of professional firms providing Audit, Tax and Advisory services with 174,000+ professionals delivering value in over 155 countries.

CHALLENGES

Our customer lacked a unified vision to digitally transform from its traditional model that was costly, risky and lacked operational process controls. Their key challenges were:
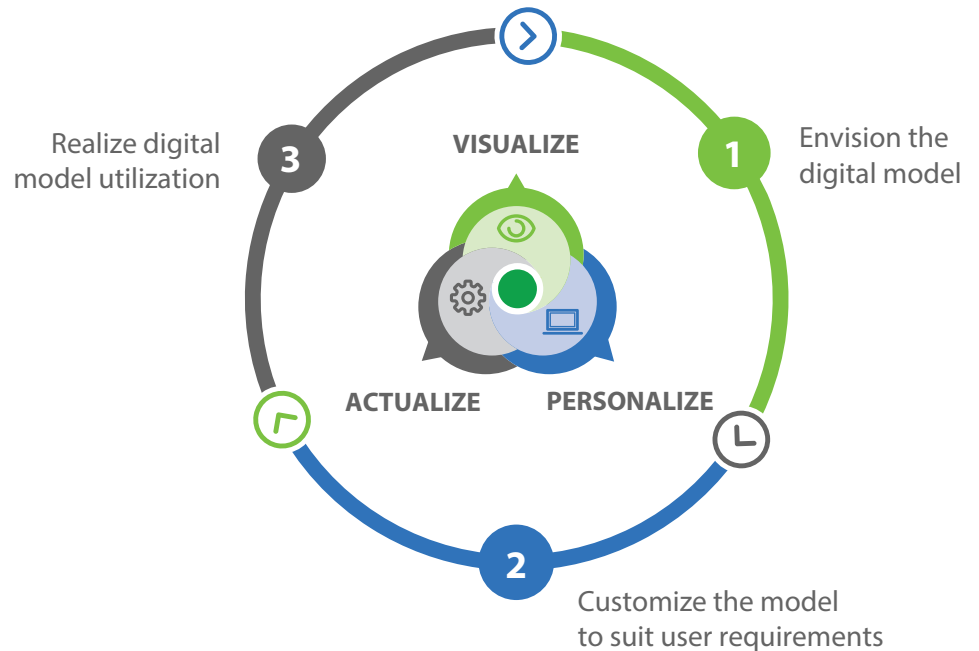
Non-integrated Business Ecosystem: Network of numerous applications and services that could not be accessed, controlled or optimized for a holistic integration strategy

Operational Inefficiencies: Unique services distributed across the world could not be mapped for different application users resulting in operational challenges

Lack of Business Process Control: Scalable frameworks were not in place for a single platform to bring about agile service delivery, proactive monitoring or application adoption

DRIVERS FOR DIGITAL TRANSFORMATION OF BUSINESS OPERATIONS

Realize digital model utilization

3

VISUALIZE

Envision the digital model

1

ACTUALIZE   **PERSONALIZE**

2

Customize the model to suit user requirements

VISUALIZE

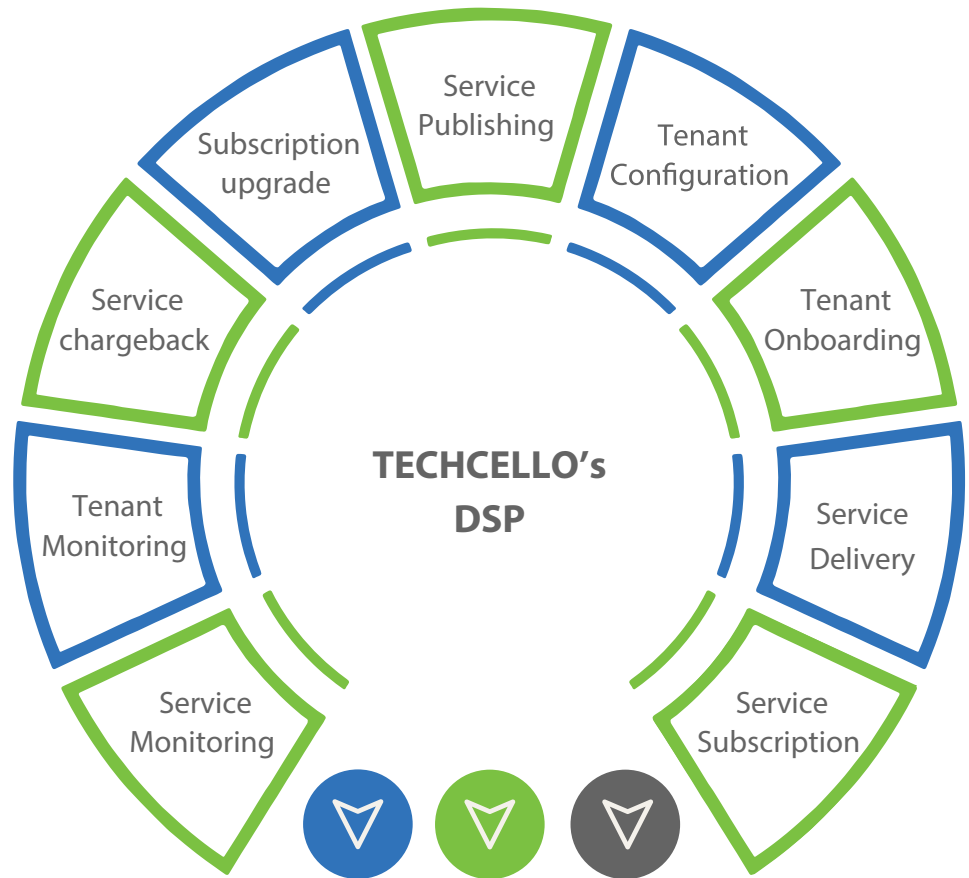The customer was recommended a globally distributed, uniformly managed and centrally administered platform for:

1. A robust, secure, scalable, configurable enterprise architecture framework for building various services
2. Accelerated development of new services/applications
3. Coverage of entire service/application delivery lifecycle
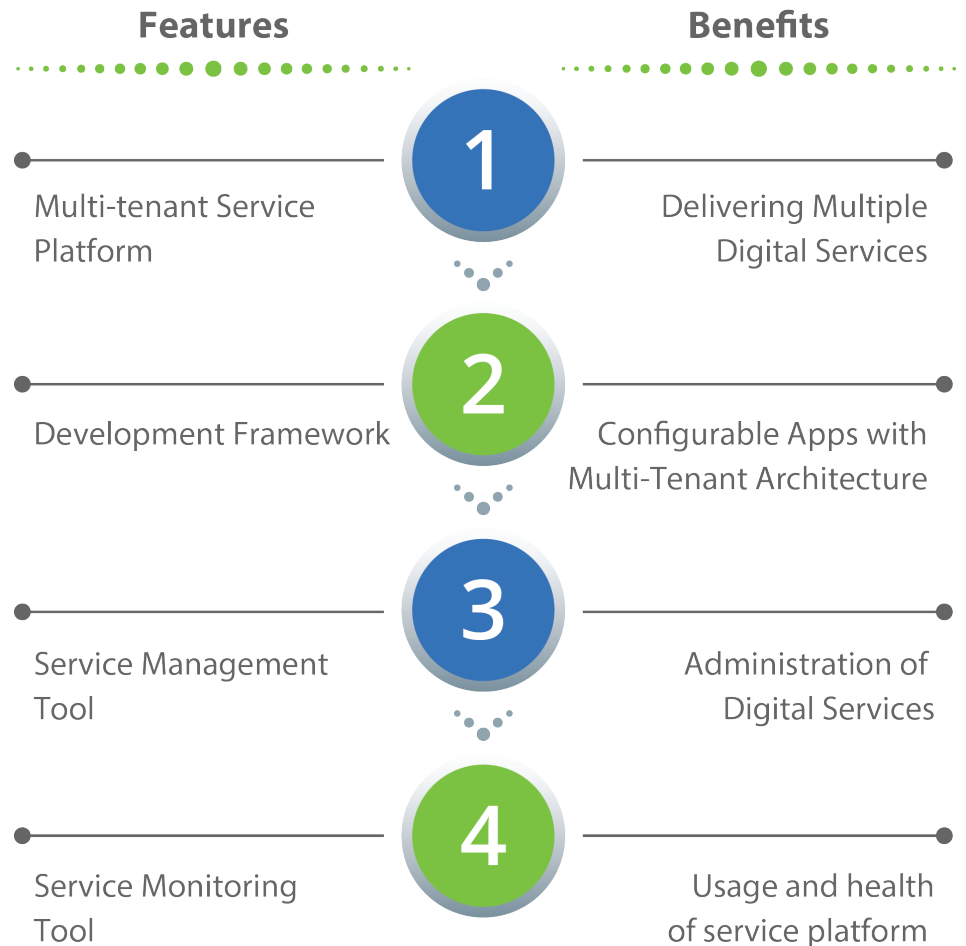4. Proactive Monitoring

PERSONALIZE

Techcello was offered as a Digital Application Management Platform to not only develop their applications quickly but also use this as a centralized managed platform to control access, single sign on, security audits, etc.

KEY FEATURE- MULTI-TENANT ARCHITECTURE

Service Publishing

Subscription upgrade

Tenant Configuration

Service chargeback

Tenant Onboarding

Tenant Monitoring

TECHCELLO's DSP

Service Delivery

Service Monitoring

Service Subscription

Engineering Team

- Robust Multi -Tenant Architecture that is scalable & secure
- MT building blocks that can reduce significant effort
- Engineering components to simplify coding
- Tools to improve developer's productivity

Business Team

- Error free and efficient mechanism to provide innovative subscription models, chargeback models, etc.
- Collect/track usage on time
- Increase application adoption
- Usage Analytics

Operations Team

- Quick and cost effective way to roll -out new applications
- Setup, configure and manage tenants
- Solution to handle increasing number of support tickets
- Monitor the platform to take proactive steps

HIGHLIGHTS

Features

Benefits

1

Multi-tenant Service Platform

Delivering Multiple Digital Services

2

Development Framework

Configurable Apps with Multi-Tenant Architecture

3

Service Management Tool

Administration of Digital Services

4

Service Monitoring Tool

Usage and health of service platform

ACTUALIZE

Building a Digital Application Management Platform (DAMP) from scratch would have taken a year and close to half a million USD. In the absence of the framework it took almost 6 months to 1 year to develop a service. With Techcello in place we were able to build 4 services in less than 6 weeks' time.

Through Techcello we have not only saved a huge cost, but also avoided the technical risks associated with building something from scratch. Techcello, has already gone through security testing (certified) and performance testing, and is already used by more than 30+ customers (tested and proven).

TECHNOLOGY SNAPSHOT

Cello - TechnologyStack

NET (v4.5)

C#, ASRNET, MVC, W IF

Middle Layer

EF 6.0
WCF
AppFabric Cache/Azure Cache

Database

SQL Server 2012
SQL Azure

Development Environment

Windows 7/8

Visua Studio 2012

Production Environment

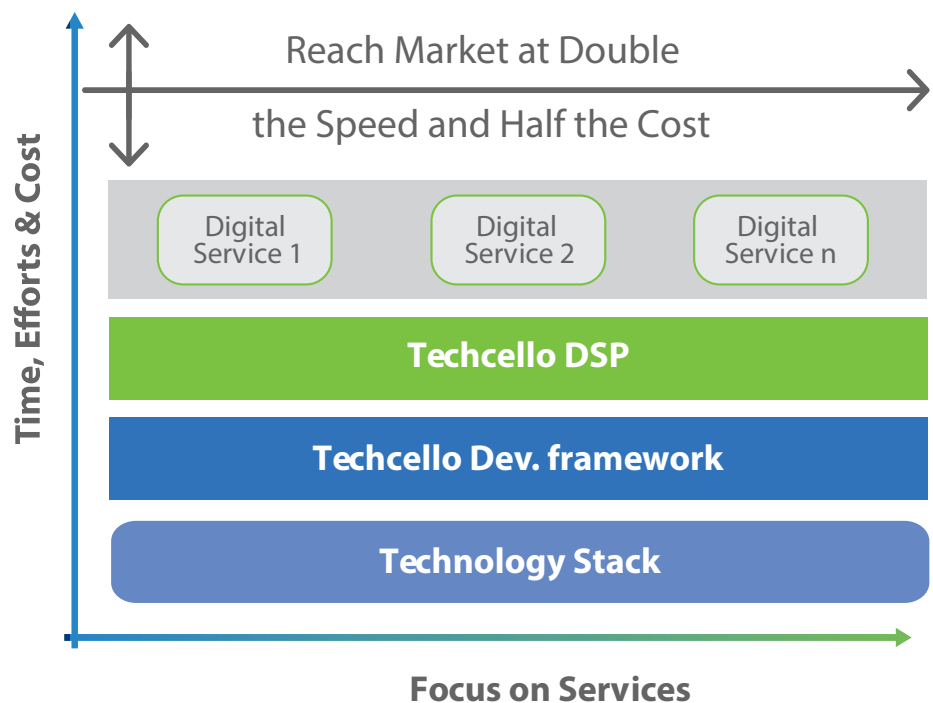**Windows 2008/2012**

IIS 8.0

SQL Server 2012/SQL Azure

AppFabric Cache/ Azure Cache

RESULTS AND ROI

**1** Half a million USD savings through using Techcello

2 Four new applications were built at 1/6th of the cost than it was earlier

Reach Market at Double

the Speed and Half the Cost

Time, Efforts & Cost

| Digital Service 1 | Digital Service 2 | Digital Service n |

Techcello DSP

Techcello Dev. framework

Technology Stack

Focus on Services

Projected sales of main products in 2013

Distribution of market share among the major industry players

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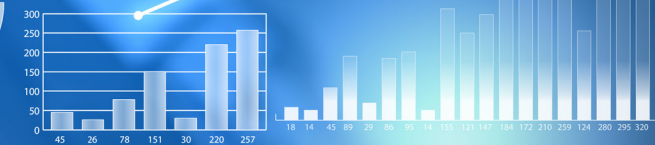
26% BN&T

74% IT&C
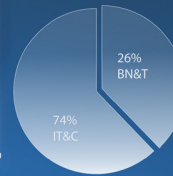
Distribution of market share among the major industry players: IT & C and BN & T was 74% and 26% percent respectively. A further change in the economic situation in the market will be characterized by a more equal distribution of market share major players

Share of market activity
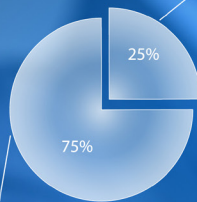
Changes in the activity of the active and passive market is uncertain. Established positive trends in various market segments.

25%

75%

Passive market share

Projected sales of main products in 2013

350 300 250 200 150 100 50 0

300 250 200 150 100 50 0

45 26 78 151 30 220 257

18 14 45 89 29 86 95 14 115 121 147 184 172 210 259 124 280 295 320

About us

Techcello serves as an agile SaaS framework for ISVs and a customizable Digital Framework for Enterprises to accelerate their time to market while reducing costs and cutting down up to 50% engineering efforts. It offers state-of-the-art global application infrastructure that can be hosted anywhere from public cloud (such as Amazon, Windows Azure) or private cloud to even on-premise servers. ISVs, Enterprises and KPOs/BPOs can use Techcello to build software products or applications with superior customization, flexibility, scalability and wider choice of deployment without any vendor lock-in. Build your Agile SaaS Solution or Global Digital Business Platform with Techcello now!

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