

ImageRight

ImageRight Partners with LogiXML to Add BI Capabilities to Insurance Industry Content Management Applications



About ImageRight

ImageRight is very clear about what they do. They make this statement on their Web site, "We build software. But we built our business on raving fan customers."

ImageRight knows the insurance business, and they know the value of investment in a software product. They understand that their customers invest their faith in ImageRight, and the ImageRight team works very hard to ensure their customer's success. ImageRight customers typically see a full return on their software investments in 12 to 18 months.

The company is proud of the fact that they have replaced many other document-management systems at customers' organizations but that their software has never been replaced. The company signed up its first customer in 1994, and that customer has been joined by more than 370 others. "We've never missed a go-live date. We're perfectionists. We're never satisfied. That makes us work harder all the time. It keeps us focused and determined. It keeps our customers happy."

The ImageRight document management system was built specifically for the insurance industry. Each feature was developed at the request of a business or IT executive, an adjuster, a claims manager, or an underwriter. All features were developed at the request of their customers, and their development, implementation, account management, and technical—support teams work with customers to refine the ImageRight software every day.

When a company expects this level of performance of itself, it is very particular about choosing an OEM partner. This high standard of performance is what led ImageRight to LogiXML.

The Challenge

"At ImageRight we are committed to constantly improving our products and making them more valuable to our customers," notes Phil Hargrove, Insurance Technology Advisor at ImageRight. He had a challenge. "I was tasked with improving the reporting component of our product in a manner that would meet and exceed the high standard we had already set. I had to do it cost-effectively and in a way that was technically sustainable over the long term."

Hargrove's first step was to research products that would allow the company to replace the Crystal Reports library they had developed over time and offer a solid platform for future reporting that would be seamlessly integrated with their core application.

"I had several key attributes in mind in a reporting platform," notes Hargrove.

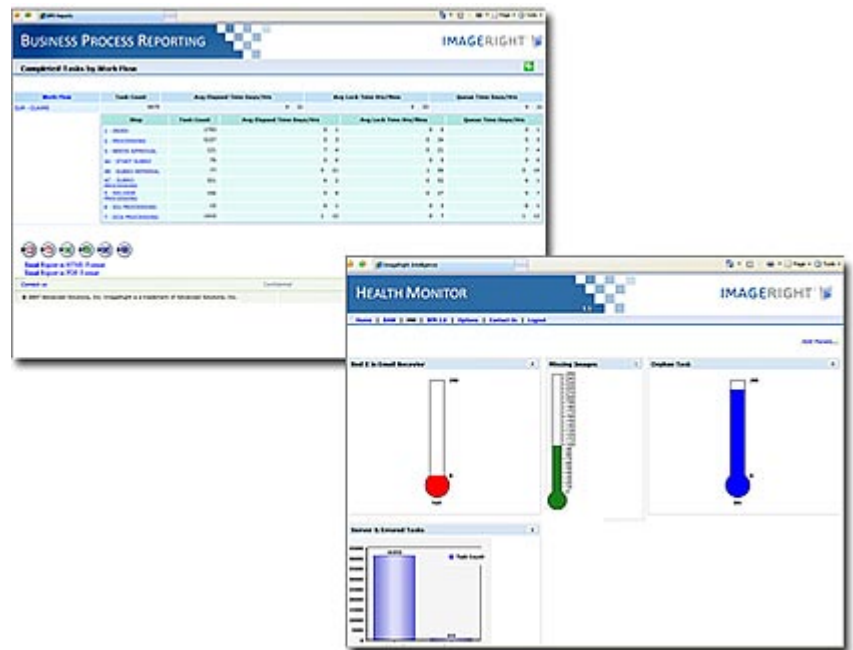
First, the reporting system had to be a Web-based platform that used the browser as the user interface. Second it had to work with our database infrastructure. And from my perspective it would be a bonus if the development environment was easy for our development team to work with and seamlessly embed in our product."

The Solution

“I entered the process with an open mind and threw the research process wide open. I attended a Webinar about BI 2.0 solutions and learned a great deal about LogiXML, the Logi 8 platform and I wanted to learn more.”

“When LogiXML asserts that their product is completely standards-based and easy to integrate with other products, they are almost understating the case. The Logi 8 platform was very easy to integrate with our core application.”

“Of course a product decision is one thing and choosing a business partner is another. Any solution we chose had to be a success on both fronts because of our commitment to deliver the best to our insurance industry customers. The determination and professionalism of the Logi OEM partner sales team was impressive. Not only was I able to get a complete demonstration of how the products work, we were able to work with LogiXML as a partner to structure a licensing agreement that allow us to deliver added value to our clients in a very cost-effective manner.”



“LogiXML has also been ready to help us meet our aggressive development schedule. We have utilized the knowledge and experience of the LogiXML professional services team to supplement our team when we needed to meet key deadlines. Unlike many vendors, LogiXML has allowed us to use just the amount of service we needed without an expensive commitment that might upset our cost structure – another example of the Logi partnership philosophy.”

The Results

“The product has also been full of pleasant surprises – particularly the Analysis Grid that we have put to work right away. Our workflow capabilities are designed to maximize flexibility, ease, productivity, and control. ImageRight's functionality enables you to create and maintain workflows with simple drag-and-drop tools; to replicate an existing process or create a new one; to manage procedures, queries, updates, and indexing; and to automate decision-steps. The Analysis Grid application allows us to extend a new level of flexibility to our workflow system. Even we cannot anticipate every report variation our customers might need. The Analysis Grid allows our users to create custom reports within the existing data structure. They can play with the data and make it their own.”