

Proximity Case Study

Industry: Insurance
Tech Category:
Custom Software Development
www.Proximitycr.com

In the world of insurance, mitigating risk is the name of the game, but it's also the last thing industry players need when outsourcing software development.

One Boston-based company in the insurance industry found itself dealing with unexpected risks after relying on a software developer in India to upgrade its core business platform. Six months after the project started the platform was nowhere near complete, leading to operational inefficiency, delays in daily operations, and lost opportunities with new clients.

To further complicate matters, the firm was unable to deliver the additional features and services its clients were demanding, resulting in more lost business and lost customers.

It became clear that this unsustainable situation was not going to improve, so the company decided to change its strategy, and the developer.



The Challenge

The company reached out to Costa Rican software developer Proximity to check the product's code in its current state. The results were concerning and discouraging, according to Adolfo Cruz, Proximity's CEO and Founder.

We encountered a 'spaghetti code', that is, a poorly structured code exhibiting weak architecture and bad development practices

In response, Proximity recommended starting again from scratch, with a more up-to-date tech stack that would allow the client to scale up in the future. However, given the amount of time and resources already invested, the client wanted the existing platform to be fixed.

By accepting the responsibility of fixing another provider's broken code, a significant challenge laid ahead for Proximity.

The Solution

After auditing the code, a specialist team at Proximity began to reverse engineer the most critical elements of the platform. Another team was entrusted with ensuring the client could continuously provide service to its own customers, enabling the broken product to create value.

The client validates peer-to-peer reviews for insurance companies, which give them access to sensitive data and information. Proximity was tasked with ensuring the platform adheres to certain privacy requirements, particularly those stated in the Health Insurance Portability and Accountability Act (HIPAA). The Costa Rican developer conducted several standardized vulnerability tests on the application, which helped them identify and fix any critical security issues.

Once these elements were under control, Proximity focused on how best-of-breed technology could be applied to the client's business, making recommendations on how to improve areas such as IT infrastructure. The developer migrated the platform to Amazon Drive, Amazon's cloud storage application, which gave users more control over the application, as well as the ability to create reports or scale-up in minutes. This was a marked improvement that added additional value to the whole project.

The Results

Now, three years later, Proximity's approach to this difficult challenge was enough for the client to establish a strong, ongoing partnership.

Nowadays we consult with the client on how to better structure its technology and meet its long-term goals, fulfilling our promise of becoming an extension to the company's operations" said Cruz.

The architecture recovery process led to greater efficiency in daily operations, allowing the insurance industry company to create more business, retain clients, and invest more in its platform, which is now being successfully monetized. Moreover, the platform's compliance with HIPAA standards allowed the client to land bigger customers, which wasn't possible when the project first began.

We are talking about millions of dollars in revenue from new business and clients," said Cruz, adding that if the client had not taken actions to correct its platform it would have probably gone out of business.

"The original development company may have been responsible for issues, but we were responsible for the solution, and that's what the client wants," Cruz underscored.

The platform's compliance with HIPAA standards resulted in millions of dollars in new business revenue.

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