CASE STUDY

ClicData – how Kendo UI saved 8 months of development time for IMS Health's new sales force effectiveness platform

In the highly regulated world of healthcare and life sciences, sales force effectiveness (SFE) is everything. IMS commissioned ClicData to create a modern platform to support their data and their customers. ClicData chose Kendo UI by Telerik for the project and saved eight months of development time.

Overview

Country
France, US, India

Industry
Healthcare

Customer profile
ClicData believes that information should be presented simply. As well as offering a range of off-the-shelf dashboard applications, the company develops bespoke data visualization applications for clients around the world.

IMS Health is a leading provider of information, services and technology for the healthcare industry. Present in more than 100 countries, IMS Health helps clients better understand the performance and dynamics of healthcare systems.

Business situation
For IMS Health's customers in the highly-regulated pharmaceutical sector, sales force management is key, but many Sales Force Effectiveness (SFE) solutions are ill equipped. IMS Health wanted to develop a modern enterprise SFE platform and offer it to their clients alongside their data and services.

Solution
ClicData used the latest technologies including Kendo UI by Telerik and Microsoft Visual Studio to develop a leading-edge set of HTML5 applications for IMS Health.

Benefits
• Saving of 8 months on development time
• Cross-browser and cross-platform compatibility
• Rich user experience without plugins
• Easy integration with OData web services

www.clicdata.com

> " Kendo UI enabled us to deliver a far richer user experience than our client expected, all within the original budget, cost and timeline."
>
> Telmo Silva
> Managing Director, ClicData

Background

IMS Health operates globally, providing information services to pharmaceutical companies and healthcare organizations in more than 100 countries.

For IMS Health's clients, communicating with their end-customers is a major challenge. In most countries the industry is highly regulated. At the same time, product messaging is often complex. In this situation, the traditional field sales force remains the most effective way to reach customers.

However, sales teams are under increasing pressure. Faced with the challenge of servicing multiple territories with restricted budgets and fierce competition, many are turning to Sales Force Effectiveness (SFE) systems to optimize the sales cycle.

The challenge

While traditional enterprise SFE products offer sophisticated functionality, the way it is delivered often means that the promise of the technology is not fully realized. Systems are complex to implement and overloaded IT departments find them hard to maintain, while end users are discouraged from using the full range of functionality by a lack of multi-platform support and poor interface.

Having seen these shortcomings, IMS Health identified an opportunity to offer a ubiquitous SFE platform for the enterprise that would always be accessible and which would deliver a consistently engaging user experience regardless of location and device.

The solution

With a history of collaboration with IMS Health going back more than five years, data analytics specialists ClicData was the natural choice to help build the new platform.

ClicData was already familiar with the pharmaceutical industry and their experience in building a family of enterprise-level dashboarding products meant that they were accustomed to the challenges of presenting complex business data in a user-friendly way.

"We believe that heavy, complex software is not the answer for modern business," says Telmo Silva, Managing Director of ClicData.

"In a world where employees are expected to be agile and quick to respond to business questions and issues, via the analysis of high volume, sometimes unrelated data, the tools need to simplify their tasks."

Working with IMS Health teams in three continents, ClicData led the project. As well as driving the development process, they were responsible for the project architecture and interface design. When it came to specifying the UI technology, ClicData evaluated four frameworks, subjecting them to extensive tests and comparisons.

Based on this rigorous assessment, Kendo UI was selected for the project due to its robust support for leading-edge web technologies, making the development process seamless. Moreover, Kendo UI's mobile capabilities allowed for an easy transition to mobile platforms, without having to re-engineer the entire application.

"We needed to make the right choice of UI technology. This was

an ambitious project from the start and the number of cutting-edge technologies being used made it very challenging. We were building a futuristic application entirely in HTML5 with Visual Studio 2012 and using .NET 4.5, Entity Framework, MVC, and OData 3. We evaluated the options and Kendo UI was the best fit. It was a critical decision for the project."

The result

Kendo UI was instrumental in streamlining the development process. The combination of Kendo UI and ClicData's rapid and agile development methodology meant the team was able to deliver the first beta release of the platform within only 5 months – compared to an estimated 13 months using other component suites such as jQuery UI.

"The simplicity of Kendo UI allowed the development team to progress much more rapidly from design to delivery," says Telmo. "On the mobile front, we were able to

leverage Kendo UI Mobile, which enabled us to go directly to tablet and mobile without touching the back end services, and with little impact on the learning curve of the development team."

"From the perspective of the development team, Visual Studio 2012 now offers the capabilities needed for HTML5 coding. Features such as intelliSense for JS and jQuery, run-time constraints, go to definition, code formatting and many other features now make JavaScript a first class language in the IDE. Visual Studio 2012 with Kendo UI controls allow for rapid development and client side data binding via REST/OData web services."

In addition to Kendo UI, ClicData uses Test Studio by Telerik to drive the quality assurance process. "Our scheduled tests run immediately after the nightly build. When they have run, we receive a scheduled email with the results for the previous night to determine breaks and changes. The information is not just a pass/fail – we receive

detailed insights if anything fails – and issues get generated into the next sprint."

For the platform the engineering team utilized the entire Kendo UI suite, from the framework data source to most of the UI and Mobile widgets as well as the data visualization charts and gauges.

The verdict

ClicData's philosophy has always been that simply presented data helps users make better decisions. Kendo UI helped them deliver that.

"The Kendo UI themes provide an exciting interface for the user," says Telmo, "and the Kendo UI Data Viz components – especially the animated chart and gauge controls – are powerful additions to what would otherwise be typically number-heavy and table-heavy static user experiences."

Will ClicData be using Kendo UI again? "ClicData will definitely use Kendo UI for future projects."

FIND OUT MORE

Go to www.kendoui.com

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ABOUT CLICDATA

ClicData believes that current dashboarding tools are just too complex and static. In a world where users are expected to be super-agile and fast, heavy duty software is not the answer. ClicData's mission is to enable complex analysis of complex data with tools that are not complex to use. ClicData's tools are built to meet the real needs of users and emphasize the 'intelligence' in Business Intelligence. ClicData exists so that all businesses, large, small, with and without IT departments, have access to an agile, dynamic way of handling large volumes of data in the most straightforward way possible.

ABOUT IMS HEALTH

IMS Health is a leading provider of information, services and technology for the healthcare industry around the world. The company draws on its global technology infrastructure and unique combination of in-depth, sophisticated analytics, on-shore and off-shore commercial services, and software platforms to help clients better understand the performance and dynamics of

healthcare systems. Additional information is available at www.imshealth.com.

ABOUT KENDO UI

Kendo UI is a complete solution for JavaScript and HTML5 developers that provides all the building blocks for building HTML5 and JavaScript mobile apps and sites. Based on jQuery, Kendo UI delivers a rich UI for the web, HTML5-powered data visualizations, and tools for building mobile apps with HTML5. In addition, it provides server-side wrappers for ASP.NET MVC, PHP and JSP. This leading-edge framework delivers everything in a unified, compact package, backed by industry-leading professional support.

ABOUT TELERIK

Telerik is the market-leading provider of end-to-end solutions for application development, automated software testing, agile project management, reporting, and content management across all major Microsoft development platforms. Telerik is trusted by more than 100,000 customers worldwide for its innovation and industry-best technical support.

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