Boosting Software Sales With a Prototype

Profit Software, a leading software provider for the insurance industry, concretized its R&D plans and new software functionality with a fully functioning prototype during a critical sales process. The prototype not only convinced the client, but also brought clarity to the software implementation process itself.

The world of insurance

The insurance business is largely based on IT-solutions that are massive by nature. And the industry is known for its conservative approach and risk avoidance throughout all operations. Against this background, building new functionality into existing solutions requires careful planning in order to minimize implementation risk and keep costs to a minimum.

"The prototype played a crucial role when we presented our response and value proposition to the client, fulfilling two important criteria: high client satisfaction and operational efficiency."

Tuukka Pulkkinen,
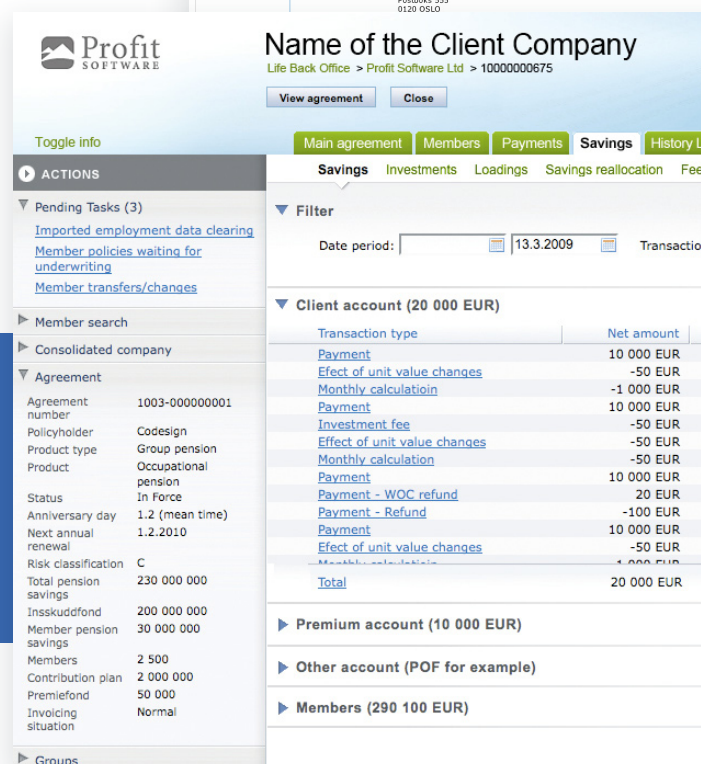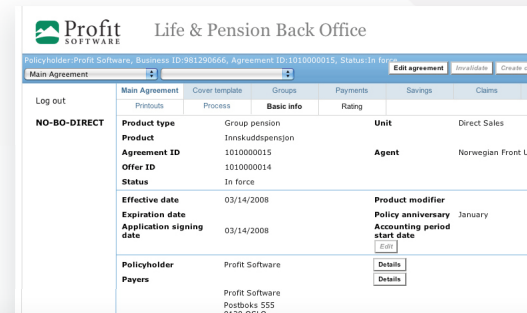Head of Sales at Profit Software.

Challenge

In conjunction with a new market entry, Profit Software was asked to demonstrate functionality that was under development. A prototype was required to test the viability of both business and -technical plans.

Solution

Codesign delivered a fully functional prototype, enabling the target client to verify and test the solution. The delivery was done in just four weeks and created a strong dialogue between Profit Software's experts and their client.

Results

The solution helped Profit Software to successfully close a new deal in a new territory and the ready prototype provided a concrete specification for the R&D project.

+ Sell your ideas before developing them

+ Launch high quality web applications faster

+ UI with look & feel of brand identity

+ Test your ideas in action

+ Web-based prototype, no software installations

+ Collect feedback from all interest groups efficiently

+ Unambiguous specification for the implementation

+ Employ code in the final product

+ Agile software development