



ABOUT AVALEO

Copenhagen-based Avaleo is a healthcare IT systems provider spun out of Europe's largest consumer health websites, the NetDoktor group. As a private company with a focus on providing technology-led solutions to the broad healthcare industry, Avaleo has pioneered healthcare software-as-a-service (SaaS) and brought web 2.0 solutions to pharmaceutical marketing. Avaleo's solutions help make life better for organizations and their patients.

BUSINESS CHALLENGES

The demands made on modern healthcare systems are enormous, yet most IT infrastructure is decades old and unable to perform as needed under the day to day stresses put on it. Healthcare institutions can not keep up with the rapid pace to which technology changes. In particular, case management for long-term conditions such as diabetes, heart disease, arthritis, HIV, chronic obstructive pulmonary disease, etc., require many IT systems communicating across institutions quickly, efficiently and compliant to government regulations such as information privacy standards. Failure in these systems can result in patient risk and legal issues for the institution.

Avaleo recognized a market opportunity in 2006 to provide a sea change in the Danish healthcare industry by radically updating case management systems through SaaS technology. Moving these critical IT systems out of the hospitals and institutions, and onto the Web, would remove the onerousness of maintaining and upgrading the infrastructure, and put it with the technology experts who can keep up. Bringing such a solution to market was proving increasingly costly and difficult for Avaleo to do on its own.

The company needed a partner who could share the risk of bringing an SaaS solution to market and stay on to manage the customizations needed for each installation. The company could not wait the typical 18-months required to rollout their new system – customers needed a solution and competitors were beginning their own go-to-market strategies.

SOLUTION DELIVERED

In early 2007, Avaleo engaged Exigen Services, the leader in Outsourcing 2.0, the next generation of global application outsourcing, to improve and complete development of Avaleo's prototype SaaS-based case management system. Exigen Services started right away with Scrum-based Agile development techniques, integrating fully with Avaleo's own Scrum team. Working code was scheduled for release every month during the initial development stage, providing Avaleo with functional product segments to bring to market iteratively, beating their competition.



The resulting solution called CaseFlow, is now the leading case management system in Danish healthcare, providing unified access to all patient-related data cross-institutionally, a shared calendar for all care workers involved in a patient's treatment, common reporting functions, and structured data capture all through a single user interface.

IMPACT ON BUSINESS

Built from the ground up to be flexible and adaptable, Avaleo soon found further market opportunities for CaseFlow in the professional sports medicine field. Rebranded as the electronic player record system INSIDE, sporting teams such as Europe's football club FC Copenhagen, use the SaaS system to achieve greater athlete performance while reducing recurring injuries. INSIDE supports efficient teamwork amongst coaches and highly personalized planning and training and recovery regimes. Its data capture and analysis tools allow coaches to make informed decisions on elite athlete development and provide early warnings for where issues may arise.

TECHNOLOGY SIDEBAR

- ▶ The underlying technology of CaseFlow was based on open-source: Java, MySQL, Spring, Wicket, Hibernate, Eclipse, SVN, Maven, and JUnit/DBUnit.
- ▶ Number of Exigen Services staff on project: 4
- ▶ Development methodology used: Scrum-based Agile

ABOUT EXIGEN® SERVICES

Exigen Services is the leading application outsourcing services provider, and combines world class skills, recognized expertise in development methodologies, and industry experience to reduce risks, lower costs and deliver results. Exigen Services has pioneered a new approach to global application outsourcing, Outsourcing 2.0 that includes commercial terms that optimize financial alignment between client and vendor. As a result, Exigen Services makes IT outsourcing a much easier and more beneficial undertaking for global enterprises.

Since 2000, Exigen Services has been the global leader in the use of distributed Agile methods for rapid and precise systems development throughout the banking/ insurance/ brokerage, healthcare, telecommunications, government and media industries. Exigen Services has achieved high honors in a variety of independent lists and rankings, including *Brown & Wilson Black Book of Outsourcing* in 2008, *Global Services 100* in 2009, *Inc Magazine's 2008 Inc5000* and is a top 10 provider of both outsourced product development and human capital development.

Clients range from mid-sized growth companies to Fortune 500 organizations including Sun Microsystems, CSC, Universal Music Group, Standard & Poor's, T-Mobile, Westpac Bank and many others. Exigen Services is a registered trademark of Exigen Services, Ltd.

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