



CASE STUDY

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## TRANZACT Implements Interactive Softworks' Metaphor to Develop Smarter Customer Interactions for Its Clients

*Leading business process outsourcer manages 100 million customer transactions a month while maintaining 99.99% service levels*

## COMPANY

Based in Fort Lee, New Jersey, TRANZACT is a leader in providing customer acquisition technology solutions to the financial services, media and telecommunications sectors. TRANZACT integrates digital, data and direct marketing solutions to deliver qualified leads, fully provisioned sales, and robust customer management systems to organizations seeking to acquire and manage large numbers of customers. TRANZACT processes, manages and tracks millions of live consumer transactions each day on behalf of their clients. TRANZACT manages large-scale and dynamic customer initiatives that integrate the company's enterprise systems with those of their clients, and third-party partners, including call centers, fulfillment vendors and equipment suppliers.

## CHALLENGES

At TRANZACT, the focus is directly on its customers' bottom line: delivering value that has a positive customer impact and a strong ROI. The company combines proven customer acquisition and engagement strategies with innovative technology to acquire new customers and deliver value-added products and services to existing customers.

From an IT perspective, managing millions of transactions per day on behalf of its many clients requires a robust architecture and secure technology platform. Additionally, as new customers come onboard and existing customers modify ongoing initiatives, IT must be able to change thousands of business rules and modify existing services quickly, in hours and days, rather than the weeks and months that hard-coding and traditional lifecycles would entail.

Supporting TRANZACT's highly complex and dynamic operating environment requires a solution that has the ability to handle capacity fluctuations and unexpected issues resulting from client business process changes, adding new services such as real-time banking, and integrating third party transactions such as credit verification. TRANZACT needed to re-factor and recombine system and components in new and innovative ways in order to more quickly respond to market- and time-driven opportunities.

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*"Our challenge wasn't just about developing or implementing applications," said Jonathan Washburn, TRANZACT's chief information officer. "We needed a way to better run our applications and continually make substantial and radical modifications as the business and campaign requirements changed – without downtime or protracted development cycles."*

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Meeting TRANZACT's goals required a flexible and fault-tolerant platform that would enable IT to focus on delivering services that add business value rather than technology. They required a solution that would enable them to simply configure new processes and change existing ones, rather than building systems from scratch to support individual client programs.

24 x 7 client availability is essential to TRANZACT's delivery model. Therefore, as new capabilities are deployed and changes are made to rules and systems, clients must continue to execute without disruption. To maintain their 99.99 percent customer service levels while supporting the high degree of change essential to their business, TRANZACT required a solution that managed deployments and supported operations once the implementation was complete. The company's goal was to find a solution that enables zero downtime deployments, proactively sends alerts as needed, and scales horizontally across multiple environments – all while reducing operational costs and complexity.

## SOLUTION

With the goal of cost effectively enabling clients to efficiently and securely process millions of transactions each day, TRANZACT turned to Interactive Softworks' Metaphor platform. Metaphor combines Business Process Management (BPM), Customer Relationship Management (CRM), Business Intelligence (BI), content management, analytics and unique multi-channel delivery into a powerful, fully-unified Customer Engagement solution. Metaphor enables TRANZACT to manage significant change across a wide variety of communications channels, including web, IVR, voice, mobile and social media without protracted development cycles.

Metaphor is a fully-unified solution that focuses on delivering measurable, initiative-driven interactions over any channel and across all dimensions of the initiative lifecycle, including operations, publication and staging environments. Metaphor shortens development cycles, simplifies change and provides better business visibility while delivering the operational and security capabilities necessary to run and manage a large cloud-based offering. TRANZACT leverages Metaphor's all-in-one capabilities so the company does not have to depend on third-party solutions for hosting, scalability, redundancy, etc. This helps drastically lower the company's total cost of ownership and speed time to change.

Metaphor allows TRANZACT to create new initiatives and make changes to existing ones using “drag-and-drop” campaign diagramming without costly, time-intensive hand-coding. The company is also now able to make and deploy their changes in real time without downtime or client disruption.

## RESULTS

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*“The results have been remarkable,” said Washburn. “Metaphor has enabled true horizontal scalability in a 24x7 operating environment where we conduct tens of millions of transactions per day and meet over 99.99% service levels for our clients.”*

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Metaphor has enabled TRANZACT to reduce its development and time to solution costs by over 30 percent through improved developer efficiency and shorter IT lifecycles. Because TRANZACT is now able to build and deploy new initiatives more efficiently, the company is able to react much faster to client

requests. For example, onboarding a new wireless service provider used to take four months to roll out. Using Metaphor, TRANZACT has been able to shorten that time to less than six weeks, providing the company with a significant edge over its competition.

Interactive Softworks' solutions enable TRANZACT to process over 100 million complex transactions for their clients each month. For example, TRANZACT's order management systems alone process nearly one hundred thousand orders every day through multiple worldwide sales channels, with each transaction comprised of dozens of cross-system interactions that are coordinated internally. Each transaction can be vastly different based on thousands of product, service, promotion and location combinations generated by the marketing team. The Metaphor platform allows TRANZACT to provide an efficient, reliable way for its clients to deliver the highest possible customer-service levels by interacting with each customer as an individual and fulfilling customer requests as promised.

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*"Previously when we implemented an application, a significant portion of the work went into creating the infrastructure to make that application work," said Washburn. "That's no longer the case. Our development teams now focus on business applications providing tangible value, and Metaphor provides us with the technology infrastructure we need to operate and scale at enterprise levels."*

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## About Interactive Softworks

Interactive Softworks improves the way organizations engage customers by synchronizing critical real-time data with back-end processes and driving individualized customer interactions across multiple communication channels (voice, Web, IVR, chat and social media). Interactive's solutions represent the next step in Business Process Management (BPM) and Customer Relationship Management (CRM) systems, enabling smarter and more consistent customer experiences that leverage partner and market-driven opportunities. Today, Interactive Softworks optimizes business performance and delivers successful customer acquisition, loyalty and retention campaigns for innovative Fortune 500 companies.

## Contact

For more information about customer engagement and Interactive Softworks, visit [www.interactivesoftworks.com](http://www.interactivesoftworks.com) or call 703-669-2800.

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