



## **SUCCESS STORY** **INVENTA TECHNOLOGIES**



### **Client**

Inventa Technologies, Inc., Mt. Laurel, NJ, is a leading developer and service provider of performance management applications for Global 2000 companies, with a customer base that include Aetna/US Healthcare, Cendant Mortgage, City of Philadelphia, Pfizer, and Vishay Electronics as well as technology and marketing partners that include BMC, IBM, Microsoft, Sybase and Oracle.

### **Industry**

High technology - enterprise systems management software developer and managed service provider

### **Situation**

Inventa's flagship EMS Integrator™ platform allows enterprises to measure, analyze, and manage applications performance, processes and integrates with leading enterprise-wide systems management platforms including leading brands from BMC, IBM and Hewlett Packard.

The Enterprise System Management ("ESM Integrator™") product which is to be delivered in a site "licensing model," with a robust, enterprise class and highly usable installation package for various platforms, UI, and framework for the applications user-portal.

Since the "licensed software model" places additional requirements on the product that would not be as critical if the product were to be delivered via managed services alone, Inventa engaged Outland, who had extensive experience working with commercial "packaged" software products, enterprise software application design, as well as visual design and development of user interfaces and portals.

### **Engagement**

Outland launched the project by assembling a team of UI and application installation designers and product support technicians with considerable experience in packaged enterprise infrastructure applications. Outland also brought in an external UI design consultant to help focus the teams' creative ideas and come up with several prototypes for presentation to the client.

After delivering several design plans to Inventa for approval and direction, a development team was quickly assembled to take on development of the solutions User Interfaces and installation programs.

### **Results**

Outland delivered an efficient UI and portal "look and feel" that was uniquely Inventa's, while the product installation and deployment modules were packaged appropriately for easy installation on a variety of different IT platforms – all within planned budget and delivery commitments.

Inventa's robust EMS platform can now be licensed directly to enterprises for site installation with ease of deployment and usability demanded by global technology organizations and users.

"Outland was certainly uniquely qualified and the management teams' background was solid. Even so, with over 20 years managing complex technology integration and sourcing projects, I was surprised by how quickly they assembled team and were able to deliver against a very aggressive project plan.

"We look forward to working with Outland on additional initiatives and count them as a strategic partner that will enable us to have a competitive edge."

**Rick Cerwonka**  
**CEO and President, Inventa**