

## CASE STUDY

# Bringing legacy systems into the digital age

How dPrism helped a best-in-class industrial equipment leasing company tackle the challenges of aging data infrastructure and an unclear growth strategy by developing and building the right new digital operating platform to keep them on top.

## Background

A leading industrial equipment leasing company approached dPrism in 2018 to discuss their need to replatform from a decades-old bespoke operating system to a data solution that could better meet their needs now and into the future. The company — though still thriving and at the top of its game — had the foresight to understand that the coming decades would require a more modern approach to support its growth and ambition, and knew that dPrism was the right partner to help.

## Developing the right strategy

What started as a technology conversation quickly morphed into a broader strategy discussion, taking advantage of dPrism's unique expertise at the intersection of tech and business. To ensure that the new platform would best meet the demands of current clients and partners as well as position the company to leap ahead of the competition and attract new business going forward, dPrism engaged deeply to understand stakeholder needs across multiple segments.

What emerged from this critical strategy work was the discovery that customer and partner self-service across the entire product lifecycle was at the forefront of the potential opportunity — and dPrism provided a detailed analysis of the technology investment that would be required to build a new, industry-leading platform that could best support the business now and for the next twenty years.

# Guiding even the most complex implementation

The company, with a newly-hired executive at the helm of the project, initially chose to handle our recommendations with an existing implementation partner, but ran into challenges along the way. dPrism was called in to consult and help the project continue to move forward. A year later, we were called in again — this time to take on the management and implementation ourselves, relying on the value we'd already provided and trust we'd built across the business.

We re-baselined the project and brought in an engineering team to create a new data platform and build the self-service tools on top that would drive the value for the multimillion-dollar investment. Over the course of 2021, we ran the program management of the entire transformation and delivered what we promised — despite executive turnover and numerous internal challenges. By the end of the year, they were ready to deliver for customers and partners exactly the vision that together we'd set out to achieve.

## dPrism: Finding solutions across the lifecycle

The project highlights dPrism's ability to tackle even the broadest challenges, and to step in at any stage as a safe pair of hands that can deliver unmatched value. From strategy work to program design, governance, and implementation, along with a particular strength in rescuing projects that may have gone off the rails, dPrism is ready no matter your needs.

For this top industrial equipment leasing company, we provided value at every stage across the lifecycle, and at every level of engagement:

GROWTH STRATEGY	CUSTOMER VALIDATION	PROGRAM DESIGN & MANAGEMENT	ENGINEERING DELIVERY
USER EXPERIENCE AND DESIGN (innovative self-service experience, etc.)			
IMPLEMENTATION OF DATA STRATEGY (new data warehouse, etc.)			
TECHNICAL PLATFORM TRANSFORMATION (cloud-based, etc.)			

No matter where in that matrix your company may find itself needing assistance — with one element of your move toward a digital operating model, or with an entire transformation — dPrism is here to help.

## Are you looking for help as you bring legacy systems into the digital age?

Schedule a free consultation with a member of dPrism's executive team today.

LET'S TALK!