



CASE STUDY

Creating the Strategy for Smart Technology Investments

DefinedLogic reviews business cases and existing applications to create a long-term enterprise portal strategy.

The Client

Based in Massachusetts, the Cytoc Corporation designs, develops, manufactures, and markets the ThinPrep System for use in medical diagnostic applications—primarily focused on women’s health. The ThinPrep System is widely used for cervical cancer screening and is the platform from which the company has launched its expansion into the breast cancer risk assessment arena with the FirstCyte® Breast Test. Cytoc has consistently grown since its conception and will continue to mature as it leverages its developed technologies to bring additional diagnostic services to the medical and scientific instruments industries.

The Business Challenge

As a growing pharmaceutical company, Cytoc wanted to provide their employees and partners with a mechanism for sharing information across the enterprise, collaborating across teams, and facilitating corporate reporting. Without a well-designed, streamlined knowledge management system, the company’s potential was hampered.

A portal would fill the niche, but Cytoc needed someone to create a solid strategy for implementing such an investment—especially one that would provide the long-term framework for consolidating existing, as well as future, applications.

The goal for DefinedLogic – review Cytoc’s business processes and needs in order to create the portal project strategy. This high-level approach would take into account the required functionality, a review of leading edge portal technologies, and overall timeline, and estimated costs.

DefinedLogic’s Solution

To be considered truly effective, a portal must align closely with the core business processes of a given organization—e.g. to deliver value, the portal must improve business operational effectiveness.

Therefore, Cytoc’s current internal processes were closely examined to identify opportunities for improvement, such as increased effectiveness, efficiencies, reduced cycle time, and improved work flow. In particular, the focus was on areas in which improved access to specialized knowledge or information, and/or improved sharing of specialized knowledge or information that would improve Cytoc’s operational effectiveness.

DefinedLogic facilitated requirements gathering sessions with key stakeholders at Cytoc, and drew upon the team’s past portal experience, industry analysis, and secondary research in order to create the project roadmap. Drawing on these areas, DefinedLogic designed a strategic solution that transformed Cytoc’s current business outlook into a vision that solidifies the relationships between their employees, customers, and partners via an enterprise portal.

By defining the vision and critical success factors, DefinedLogic provided Cytoc with a clear strategic understanding of how an enterprise portal would be best used within the organization. In addition, the team created a high-level prioritization scheme of the individual components recommended within the portal framework.

The executive plan for developing and deploying the enterprise portal was then presented to Cytoc’s team.



Project Background

From DefinedLogic's point of view, portals and collaboration environments are logical extensions of the value businesses can derive from the web.

Meshing with this belief is our vast experience in developing corporate portals and collaboration tools. We understand that licensed portal applications are not solutions in a box. The ability to overcome complex implementation challenges and ensure a successful engagement requires a mature understanding of the inherent technical and business needs.

Working with Cytyc, DefinedLogic drew upon their shared expertise in enterprise portals, a proven project methodology, and a singular focus on Cytyc's business goals. Taking into consideration the needs of the system's day-to-day users while maintaining a deep understanding of the latest technologies, our team created a plan that would enable Cytyc to realize the value proposition in developing and deploying an enterprise portal.

The portal strategy allows Cytyc to deploy a phased system that reduces the duplication of efforts across teams, increase productivity, create more effective and efficient training for new hires, as well as better manage their documents and content. By maximizing existing resources and realizing productivity improvements through role-based, single point-of-entry access, the portal strategy enables Cytyc to take advantage of the latest portal technologies. The framework created by DefinedLogic will guide implementation of the enterprise portal and associated applications over the next 12 to 24 months.

A Clear Vision and Plan

By validating previously gathered information and identifying the project's business context, DefinedLogic was able to deliver a tactical plan for fulfilling Cytyc's objectives. With a strategic overview of enterprise portals and recommendations on their application to Cytyc Corporation, the company is now better positioned to make an informed, cost-effective decision regarding their portal technology investments.

The two-year implementation roadmap also provides Cytyc with quantitative and qualitative benefits to the initiative as well as case studies that underscore the value seen in embarking on similar projects in comparable organizations.

About DefinedLogic

DefinedLogic, LLC, is a professional services consultancy that delivers practical technology solutions based on each client's unique business requirements. The company's continued success is attributed to a consistent methodology and an experienced team of business and technology professionals who understand the need for efficient, comprehensive solutions to today's business issues.

For more information, contact:

William Meyers
732.222.4310 x 230
732.778.8335 cell
wmeyers@definedlogic.com

804 Broadway
West Long Branch, NJ 07764
www.definedlogic.com

