

CASE STUDY: COMPANY/SOFTWARE DEVELOPMENT

INDUSTRY

Financial Warranty Sales & Claims

SERVICES PROVIDED

Director, Project Management, Strategic Business Process Consulting

COMPANY

Company selling Extended Warranties for Home, Auto, and Consumer Products

CHALLENGE

Client was currently in the business of selling extended warranties through dealers or retailers. Client desired a solution for customers to purchase warranties directly through an ecommerce solution.

SOLUTION

Created, designed and developed a business concept to sell extend service plans directly to the consumer. The vehicle to perform this task was a privately labeled software solution. A new company was formed to run the new solution and its relationships. Led efforts to setup the company from the ground floor, designed and developed solution for ecommerce website, designed and developed the IT operations and intranet application for business tracking and accounting reconciliation. Assisted in efforts to setup and secure relationships for all business opportunities. Company generated \$15-\$18 million per year and after year 3 we sold the company to a large insurance company.