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NEBULOGIC:
ENVISIONING THE NEXT GENERATION OF ENTERPRISE CRM AND CX CLOUD SOLUTIONS

L to R: Hosna Keyhan, President & CIO
Nivas Nallanthi, Chairman & CEO

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NEBULOGIC:
ENVISIONING THE NEXT GENERATION OF ENTERPRISE
CRM AND CX CLOUD SOLUTIONS

By Vignesh Anantharaj

Based in Plano, Texas, USA, with multiple delivery centers across the globe including in India, NebuLogic Technologies is an ISO 9001:2008 certified company and a leading provider of enterprise class and SaaS based CRM and CX solutions using Oracle Right Now, Oracle CRM On Demand, Siebel On Premise, Oracle Fusion CRM and other CX class applications. NebuLogic Products include an extensive list of value-add and integration components for faster and economical solutions, while their Implementation Services include but not limited to definition to deployment as well as post-production Support, Maintenance and Hosting services.

The most significant overhaul of United States' healthcare system since the passage of Medicare and Medicaid in 1965 came in the form of the 'Patient Protection and Affordable Care Act (PPACA)', popularly referred to as the "Obama Care". The healthcare bill aims to reform the American healthcare system to provide affordable health insurance to over 48 million individuals.

In order to be in compliance with the PPACA, the states have to choose between a Federally Facilitated Marketplace (FFM) programs or to provide a state operated Healthcare Insurance Exchange (HIX) program. While many states have chosen to go with the FFM program route, several states have implemented their own HIX programs. A select few solution providers scrambled to deliver a host of solutions and services that span from providing the basic program information using multiple channels, processing applications, and assisting with enrollments.

NebuLogic Technologies with its vast expertise in delivering distributed, enterprise class and SaaS based IT solutions that provide data security, data management, service and sales automation, efficient and real-time integrations with various data sources and portals, and multi-channel enabled solutions using CTI, IVR, Chat, Email, Fax, Portal, SSP, SMS and Social Media was well positioned to partner with major players the HIX solution vertical. NebuLogic was instrumental in designing, developing and deploying the state HIX solutions using best-in class CRM/CX applications. Since its inception in 1995, NebuLogic has come into its own in leveraging the SaaS based applications to its maximum advantage in delivering IT solutions especially in the Customer Relationship Management (CRM) and Customer Experience (CX) solutions space. Traditional software vendors are now migrating their enterprise class applications to the SaaS based hosted applications. Corporations have been looking for dependable, scalable and economical CRM/CX solutions to accommodate their ever changing business processes and performance demands. Corporations are also looking to minimize their efforts while maximizing their ROI in supporting and maintaining these solutions to compete and thrive in competitive global market place. While choosing SaaS based applications is the first step in realizing the inherent advantages that SaaS solution may provide, selecting an experienced Solution Implementation partner like NebuLogic technologies is just as important. At the end of the day, corporations seek a well-planned and progressive implementation strategy that is in perfect alignment with their project goals and objectives. To meet this challenge, NebuLogic has taken into special consideration the dire need of understanding the complexity of the clients' requirements, channels of communication, and the integration to external systems while tailoring the solutions. CRM has evolved from just delivering Sales and Service automation solutions to providing comprehensive Customer Experience (CX) solutions. The new CX echo system aims to create a strong sense of personal bonding between the corporations and its clients while delivering the quality, consistency, and profitability. "As a System Integrator and a solution provider, our task is no longer to just develop custom software, rather it is to deliver comprehensive Customer Experience (CX) solutions", says Nivas Nallanthi, Chairman & CEO, NebuLogic Technologies. Building on its experience for more than eighteen years, NebuLogic's reputation and consistent growth have become an unofficial testimony to their conviction and commitment to deliver the highest quality of services.

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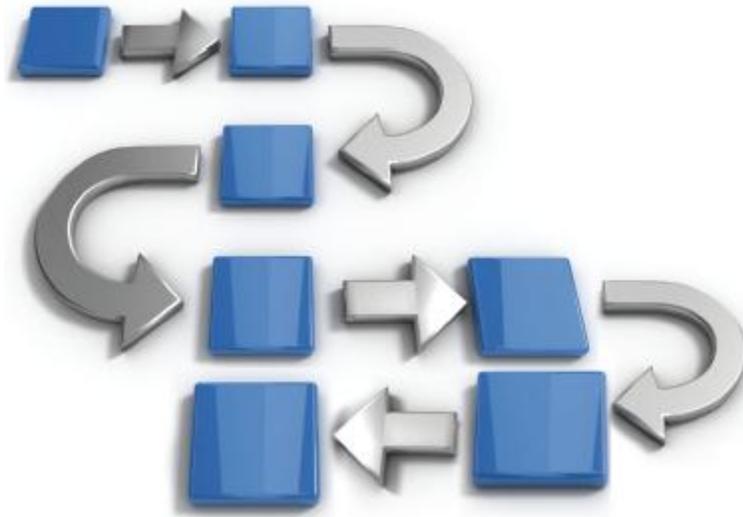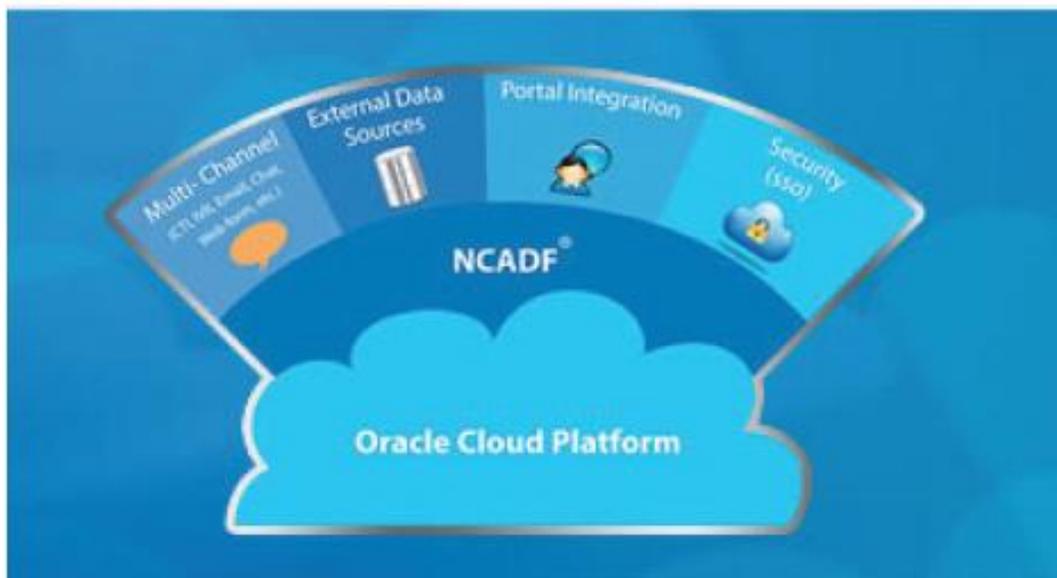
NebuLogic's Seven-Step Implementation Methodology: Secret to Success!

A proven seven-step implementation methodology can be directly linked to the success of the company. The implementation strategy, over the course of many years, has been carefully fine-tuned and continuously enhanced to meet the ever changing development and delivery echo systems. The entire process begins with the discovery phase, wherein a high level understanding of client's requirements, detailed review of the existing solutions as well as the goals and objectives of the desired solution are discussed and documented. The next step, the master requirements workshop, involves conducting on-site requirements gathering sessions with all the stakeholders present, followed by the presentation of the proposed solution using demos, mockups, sandbox and prototypes. The next step of the general design documentation phase involves developing and documenting various use cases, business processes, workflows and program templates. Subsequently, configuration phase begins with the development of a pilot solution followed by the core configuration of all required components. The next step is the integration phase where all the channels and external integration components are developed and

integrated with the configured system. The company also emphasizes heavily on QA and testing of the solution at every phase of its development followed by a rigorous stress test of the final solution. During the comprehensive testing phase, both the integration and the user acceptance testing processes are conducted, a multi cycle testing plan is developed and executed to ensure the highest quality of the solution while meeting all performance markers. The final step is to provide user training where a comprehensive user training curriculum is developed and delivered. The above process is verified by PMO (Program Management Office, a team of senior development and delivery staff) team using a rigorous checklist of pre and post production activities to ensure a successful deployment. The implementation strategy has been honed to perfection throughout the years.

Leveraging the True Potential of the Cloud using NCADF®

With an advent of Integration Platform as a Service (iPaaS), organizations prefer "Cloud-first" approach. NCADF® (NebuLogic Cloud Application Development Framework) has simplified major complex implementations and integration challenges. The framework acts as a middleware and builds real-time integrations between core systems and third party applications. NebuLogic's expertise in core CRM configuration coupled with value-add solution extensions based on the NCADF® redefine CRM implementation methodologies and guarantee successful deployments.

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"A SoA (Service Oriented Architecture) approach to Cloud application implementation and integration must deliver all the benefits of the native approach by reducing the development, provisioning, deployment, support and maintenance, and the upgrade challenges. The right approach is a multi-channel and multi-tenant Cloud integration service that offers the same ease of use of the traditional approach and rapid deployment that a Cloud application delivers" says Hosna Keyhan, President and CIO of NebuLogic Technologies. "Our vast and proven handson Expertise both in the application development and the subject matter along with the NCADF® enables us to deliver any CRM, CX and other SaaS solutions in a fast, efficient and economical manner" says Nallanthi. With over one hundred successful implementations and with a 100% customer satisfaction record, NebuLogic has become an obvious choice for corporations worldwide seeking premium quality implementation and support services for Cloud Computing, CRM, CX, Fusion CRM, Siebel On Premise, PRM, SRM, BI, HCM and other SaaS solutions.

"Delivering the Customer Experience must not be just an end result of our collective efforts; it must be felt and cherished by all stake holders throughout the implementation and support phases. It is an honor and a very humbling experience to note that our solutions are being used by thousands of Service and Sales professionals who are providing round-theclock services to millions of citizen's worldwide." adds Nallanthi. Today NebuLogic has come a long way since its inception to provide a host of IT solutions and services in multiple business verticals that span from Health Insurance Exchange (HIX), life sciences, banking, financial services to automotive, airlines and telecommunications. Leveraging on its past successful track record and ever assimilated skill set, NebuLogic is geared up to become one of the world's leading IT corporations, bringing innovations to implementations and to deliver ultimate Customer Experience. For additional information on their products and services, please send an email inquiry to Contact@ NebuLogic.com.