Built to Sell Inc.

AltexSoft improves an innovative business evaluation tool by enabling automated and reliable data collection and analysis in the cloud

Cloud Technologies, Data Analysis, Symfony Framework, PHP, UX Design, Marketing

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Background

John Warrillow, one of the US most influential business-to-business marketers according to BtoB Magazine and the author of the bestselling book "*Built to Sell*", contacted AltexSoft in order to create an innovative cloud-based business evaluation tool.

Providing business development services and helping prepare companies for sale, John was looking to increase the efficiency of the existing business assessment system and deliver more value to his customers. To address this need, he requested our assistance.

Business Challenges

Within the scope of this project, the AltexSoft team needed to deliver a lightweight, yet powerful solution, able to perform data analysis and present accurate records. To achieve the expected results, we had to solve the following problems:

1.
Develop an automated survey tool to collect data

2.
Improve data analysis process to generate online and high quality printable reports

3.
Make the process quick and convenient to ensure the customer retention

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Value Delivered

As a result, AltexSoft implemented John's vision in the form of a cloud-based tool, allowing users to complete a survey
and get the so-called "Sellability Score" index along with the complex visualized reports and personalized business recommendations.
To bring the client's vision to life, we created thesellabilityscore.com, and thus were able to deliver the following results:

1. Lightweight automated solution

Thesellabilityscore.com is a **cloud-based web application**, fast and easy to use, streamlining
the data collection process. It uses dynamic web forms, filled out by the user on a step-by-step
basis. As a result, the procedure is effortless and quick.

2. Efficient data analysis algorithm

The intelligent algorithm, based upon the quantitative survey, performs
thorough analysis of the collected data and calculates the "sellability' score.
The system is constantly being improved upon as the database expands, which
allows us to scale the system and adjust it in order to provide the most reliable
and accurate results.

3. Improved UX and user engagement

Our team of UX experts performed a usability audit and thus made some minor UX fixes
to the existing system in order to optimize the user experience of the product. This contributed
to the overall product success, which resulted in complete return on investment for the client.

The platform is currently live, and has proven to be an efficient business development tool,
being a part of the **Value Builder System™**.

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Approach and Technical Info

The AltexSoft team has conducted a thorough analysis and in-depth research to be sure the future tool meets the client's requirements and contributes to his business. The project scope included business analysis, requirements specification, architecture and UX improvements and engineering services.

The solution was built using **Symfony, PHP Web framework**, as well as a number of additional technologies:

PHP, JavaScript, HTML, CSS, AJAX, jQuery, MySQL.

The project was delivered within 12 months from the start date by a dedicated team of 5, including software engineers, software architect, UX designer and business analyst.

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Testimonial

"AltexSoft has been supporting our business for the past 12 months in both the creation and implementation of new and tailored software. We have worked with several of their developers and cannot speak highly enough of the team. They are reliable, thorough, smart, available, extremely good communicators and very friendly! We would recommend hiring AltexSoft to anyone looking for a highly productive and solution driven team. We plan to continue to work with them for the long term."

– John Warrillow, CEO of Built to Sell Inc.

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