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## SUCCESS

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**Certiorari** – InterSoft was engaged by a residential certiorari firm that was operating a home-grown developed and maintained software system. An exhaustive analysis of their processes, requirements and data flows was undertaken. As a result of this analysis effort, InterSoft implemented a re-engineering of their processes and developed a comprehensive system for marketing, finance and management. After the system was deployed, the firm’s business grew by over 300% - becoming the largest “filer” in Nassau County – outstripping their closest competitor by a margin of 2-1.

**Moody’s Investors Service** – InterSoft was engaged to develop the Ultimate Recovery Database – a system marketed by Moody’s that manages and assists clients in the analysis of bankruptcy and recovery data.

**Medical Practice Software** – InterSoft was engaged by a successful provider of practice management and electronic records software for medical offices. A sophisticated patient questionnaire module was designed and developed that is accessible anywhere via a web-based *patient portal* or via a *kiosk* residing in the physician’s office. We are currently working with them to re-engineer their practice management system and to transition all of their existing off-shore development to InterSoft.

*“Our software consultants are experienced business analysts who will bring all of the necessary technologies and business processes to bear in order to translate your needs into powerful and effective software solutions.”*



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Software Development  
and  
Consulting

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## PRACTICE

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**Our Mission – Provide our customers with cost effective mission-critical software solutions.**

**InterSoft Associates, Inc.** – founded in 1986 – is a software consulting and advisory firm that is dedicated to assisting its clients in using state-of-the-art technologies to provide automated solutions to complex as well as common business problems.

**Our Approach** – A consultative partnership where collaboration with our clients thrives. Our software consultants are experienced business analysts as well as expert software developers. They understand your requirements and will bring all of the necessary technologies and business processes to bear in order to translate your needs into powerful and effective software solutions.

InterSoft's successful solutions range from broad-based Client/Server Systems to enterprise-wide web-based applications.

Our roster of clients includes such well-known names as Pearson Education, Simon & Schuster, Penguin Group, Moody's Investor Services, Lazard Frères, and The NY Times. InterSoft has also implemented numerous solutions for mid-sized companies in various industries including manufacturing, service scheduling and the legal profession.



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## ANALYSIS

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We provide customers with reliable and effective software solutions via a consultative approach where collaboration with our clients thrives.

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- We carefully review your processes via in-depth interviews and process observations with key personnel.
- We provide an analysis of both your current as well as your proposed process flows and data requirements.



- After confirming the analysis with stakeholders, we will develop a detailed Requirements Definition that includes
  - Data flows
  - Business rules
  - Screen designs
  - Interfaces with other systems
- A project plan, identifying key deliverables and milestones, is prepared and reviewed with business and technology personnel.
- As modules are completed and carefully tested by our technical staff we deliver a Beta version of the software for user testing and review.
- We participate in the testing process with key business users – including development of test plans.
- Documentation is prepared, training of end-users is conducted and the software is deployed.

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## SUCCESS

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**Rights and Royalties** – Publishers must keep track of rights they acquire, own, and sell. InterSoft has developed a comprehensive rights management system used by **Pearson Education**, **The Penguin Group** and **Simon & Schuster**. This system consists of six integrated modules:

- Author Contracting
- Image Rights Acquisition
- Text Rights Acquisition
- Permissions Granting
- Rights Marketing
- Rights Accounting

Together these modules make up the most comprehensive rights management system available to publishers today. With this system publishers can track author contracts, rights obtained, their internal usage, and licenses sold. The system has been in use for 9 years and has provided ongoing benefits totaling millions of dollars.

**Interest Rate Risk Management** – InterSoft was engaged by a major international bank to develop a system to monitor and measure its interest rate risk across all of its trading units. Data from each of its branches is consolidated into an analysis that is used by Treasury to help manage their overall position and yield-curve risk.

**Fabric Distributor** – InterSoft was engaged by an industry-leading fabric manufacturer to augment their existing ERP with a sales and marketing application that allows a direct interface to sales personnel together with electronic estimates and communication with their customers.

**Hearst Corporation** – InterSoft has developed numerous operational and analytical tools for Hearst Magazines, ranging from Advertising Order Entry and Invoicing to “Rate Base” planning and analysis.