



CASE HISTORY - \$50MM INFORMATION TECHNOLOGY PROJECT ING HOLDING COMPANY - NETHERLANDS

BACKGROUND: CASE Masters, was a U.S. based, boutique software development consulting company. They specialized in Computer Assisted Systems Engineering (CASE Tools), Component Based Development (CBD) proprietary modules and CBD architectural methods. The company completed the first successful enterprise CASE / CBD centric fixed price project in the U.S. for Emery Worldwide Airlines, in Dayton, OH and Atlanta, GA.

STRATEGIC PLAN: Owners of CASE Masters commissioned John L. Nelson, Vice President, to exploit the CASE / CBD project success by developing and executing a strategic plan to rapidly increase company revenues by acquiring new domestic and international clients. The centerpiece of the plan was 18 individual presentations, designed to appeal to three target audiences: Chief Information Officer, Project Manager and Project Lead. The business benefits of Component Based Development (CBD) to accelerate project delivery at significantly reduce costs permeated all presentations. A speaker's bureau was established and promoted internationally to those in charge of securing speakers for technical conferences. In the following 12 months, 25 presentations were delivered through out the U.S., Canada and Europe. The speaker's bureau campaign exceeded expectations, generating a large number of high-quality new development prospects. A number of new clients were secured in the U.S. Flowing out of presentations delivered in Lisbon, Portugal and Paris, France, three new European clients were secured; including a major portion of a \$50MM project to be developed for ING Holding Company in Amsterdam, Din Hag, Netherlands and Atlanta, GA, U.S.A.

PROJECT SUMMARY: CASE Masters, represented by John L. Nelson and a multi-lingual CBD project manager, contracted with ING to deliver 7 CASE Masters strategic business components and the key CBD leadership roles; including lead CBD architect, CBD project pan, executive and senior project management, CBD technical leads, CBD methods training of ING staff, and a team of CBD centric software development consultants. The business application objective was the functional merger of ING insurance products with the ING banking products into one comprehensive system. The business drivers included anticipated new revenues flowing out of a fully integrated insurance and banking system, equipping all ING banking and insurance agent to sell a client the full line of ING products at one sitting. The project was slated for global roll out. The initial project scope was budgeted at \$50 million by ING. The architecture was Client/Server, MVS/DB2 and Microsoft NT. The software development tools were COOL:Gen (CASE Tool), CBD components, COBOL, SQL, C and Visual Basic. This project incorporated several purchased proprietary components and components developed by the project team throughout the project. CASE Masters off-site staffing (U.S.) reached a high of 12 and on-site (Netherlands) staffing reached a high of 12. The elapsed time of client involvement was 5 years and the revenues



generated exceeded \$27 million. John L. Nelson served as the executive CASE Masters / ING liaison, served on the CBD architecture team, co-authored the project plan, staffed the project consulting positions and managed the immigration issues. The project scope expanded as the application demands increased. However, the CASE Masters portion was delivered on time and within budget. This ING global system was successfully deployed to all ING banking and insurance entities and is in active use today.