Imagine Service

The Imagine service provides business analysis, design, configuration, hosting and support for a document imaging system that enables customers to reduce their paper-based workflows and to replace them with cost-saving custom electronic workflows. The service uses the ImageNow product.

Challenge

Each year, the Haas Full-Time MBA admissions team processes almost 4,000 applications, in four cycles, with the majority of applications needing to be processed within a 6-month period. Many of the application documents are received electronically, but others arrive via hard copy, email, and fax. The admissions team is not co-located, so sharing the application documents is challenging, particularly given the numerous document formats received and tight admissions timeline.

The Haas team also needs to collect metrics about their process, but found it difficult given the paper-based process.

Project Scale: Medium

- Significant configuration
- Three-person Imagine team
- Haas functional team
- Haas technical team
- Five-month time frame
- Significant effort hours
- Phase two identified for further functionality and customization

Solution

Haas decided to move their application review process online and chose the Imagine service to support this effort. The Imagine and Haas functional and technical teams worked closely to implement a system that enables the admissions team to work entirely electronically.

The solution makes full use of the ImageNow ability to manage a sophisticated workflow and to exchange data with another technical system.

The first step for the Imagine team was to work closely with the Haas teams to understand their business processes and map it to the ImageNow functional options. After exploring several options with Haas, the teams agreed on the overarching functional approach to use, Related Documents. Also working with the Haas teams, the Imagine team learned how HaasTracker (Haas’s system of record) collected and managed data in order to develop the appropriate data exchange protocols. HaasTracker itself would have to undergo significant development work to support the new electronic review process.

The development process was collaborative and iterative. The project was divided into three sprints. The first sprint was crucial because all essential functionality needed to be in place for meaningful user testing and feedback. The next sprint incorporated user-testing feedback to refine and expand functionality, and shifted focus more to the technical work required for data exchange between the two systems.

The final sprint implemented significant refinements that were identified as the Haas team began to use and become familiar with the system, and evolved their business process to reflect their experience with an electronic system. During this sprint, the Imagine team completed backend technical work, such as load testing and moving the implementation to the production server. Coordinating go-live timing between HaasTracker and the Imagine service was critical. HaasTracker had to go live at the same time as ImageNow to ensure that data would be accurate and up to date for the admissions reviewers and for student applicants who track their application via HaasTracker.