How Briotix Health

saved $300,000 on their technology projects with Zoho Creator

About Briotix Health

Briotix Health, established in 1979, is a leading occupational health company, providing world-class services in industrial sports medicine, office ergonomics, and specialized solutions in workforce performance. Based in the United States, the company serves SMEs to Fortune 500 companies in over 63 countries.

Back in 2015, Briotix Health was making substantial changes to their technology strategy. They'd been using off-the-shelf software to run their day-to-day business, but around 2013 they started experiencing rapid growth. They were in a situation where the solutions used to perform work and provide serviceswere vastly underperforming, failing to meet their needs, and beginning to prevent successful future growth.

Every business leader is looking for a solution that'll help them get ahead and solve critical pain points, and Zoho Creator has been the most transformative solution I've encountered in my 20 years of business. It has completely revolutionized the way we think about what we do and how we do it.

 - Shelby Spencer, CTO Briotix Health

Key issues

The main problem was that their solutions couldn't provide a segregated and controlled multitenancy environment. Briotix Health serves different clients, and while each program follows a general model, they differ in work-flow, SLAs, operating parameters, and billing models—among many other variables—that need to be customized and configured.

The solutions either forced programs into a standard operating model or required setting up separate databases and client-to-client front-ends.

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> *We were in a situation of needing to manage login credentials for over 100 different systems. It was becoming unmanageable.*

The solutions used were creating a lot more overhead in terms of management layers, on top of problems with data quality and knowledge management—and they completely lacked real-time analytics.

> *Even the effort that we put into generating invoices was dramatically in excess of how we felt it should be. It was not an attainable long term situation for us. In addition to not meeting our needs, these solutions were also VERY expensive.*

When Briotix Health discussed their situation with the software partners they'd worked with in the past, the price points that were being quoted for building an operating system that supported and adapted to the changing operating models were unreasonable.

> *We had no confidence that the solutions that were being discussed would meet our business needs. At that point, as head of technology, I felt I needed to make hard decisions and come up with viable alternatives. What we'd been doing wasn't working.We needed to try new things.*

Briotix Health started surveying the market for Platform as a Service (PaaS) solutions. This was around the time that PaaS had begun gaining momentum in the enterprise market. It had also become more tenable than it had been in 2011, when Briotix Health was building out their systems originally. Things were a lot more mature now.

The Briotix Health platform

Briotix Health has gone from a small POC to more than 10 full-scale commercial products and 200+ production applications built and managed on Zoho Creator—with plans to reach 300 applications in 2020.

Spencer developed the first couple of products and then trained their technology team, who then became certified Zoho Creator developers. Since then they've hired a number of developers and now have a well-staffed internal development team.

Briotix Health has needed to scale its technology applications as clients grow with them. Also, as a result of a robust M&A growth strategy, they have numerous technology platforms that are migrating from. They're pulling data from Salesforce and QuickBase, among many other platforms—and bringing it all into Zoho Creator.

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We're powering on. We've moved to consolidate most of our technology platforms onto Zoho Creator.

Time and money

Zoho Creator's drag-and-drop interface allowed Briotix Health to build database-backed mobile and web apps faster, and with fewer developers compared to traditional software development. Couple that with not having to take care of hosting costs, platform maintenance, and security updates and they saw massive savings on both time and money.

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> *It's a HUGE difference. It's such an insane difference that I measured it, in both cost and time to market. One of our acquisitions was in the middle of developing an ASP.NET platform before they came on board. We let that project finish, and compared its progress to a nearly identical build out we had under way in Creator —by the end, we'd saved 68.8% on the product built-out in Creator, a savings of over $300,000!.*

Single sign-on (SSO)

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> *One of the things that grabbed me immediately about Zoho Creator is the beautiful multi-app architecture with single sign-on (SSO).*

A user logs in once and can access various services and apps managed by fine-grained access controls. From the same single point of secure entry, the developer can then begin to configure and customize applications to the degree they require.

Speed and flexibility

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> *Zoho Creator has given us extraordinary agility in the market.*

Briotix Health has clients searching for solutions to problems they've been unable to solve effectively and Spencer's team can build a program around the solution in a matter of weeks. The team is able to combine their understanding of the industry with the speed of development provided by Zoho Creator.

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> *Whatever the need, we can build, deploy, and sell it with a relatively tiny go-to-market timeline and cost model. It's the ability to say to any client: "Yes, we can do that." That's a super power.*

Data analysis

There are two components of the platform that are very important to Briotix Health—the ability to do real-time data analysis and visualization. Being able to submit a record, and visualize information on a dashboard with a series of interactive pivot charts using filters is essential. There can be no time gap between receiving the record and client-facing reports. Everything has to be automated.

> *If you're not working in a world where you're offering real-time reporting, you're too slow. That's just a fact.*

Security

> *Zoho Creator has enterprise-grade security. We work with Fortune 100 companies, federal and state governments—security is an extreme concern of ours and an extreme concern of our clients.*

Equally important is the security of the platform. Zoho Creator has the benefit of the Zoho security team and Zoho's security investments. Everything about the way Zoho is organized— securing the network, data center decisions, capacity planning— is done with the customer in mind.

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Zoho is right there at the forefront of security investment and understands what large-scale global organizations require in a technology partner. As supplier security scrutiny continues to increase year-over-year, we've really appreciated Zoho's robust security strategy and infrastructure.

Support

> *We've received a lot of support from the engineering and security team, and talked through everything with our clients. Gone are the days the client is just going to trust that you have everything under control. Clients demand transparency. They want to know that you really have a partner working with you, and Zoho has been that for us. And that's extremely difficult, if not impossible, to achieve elsewhere.*

Flagship app: Service documentation

Briotix Health has 400+ clinicians—athletic trainers, physical therapists, doctors—who are on-site at different employer locations consulting and providing them with job coaching, in ergonomics, physical therapy, medical services. After they finish an interaction, they document information using the app. Once submitted, that then goes to their time card, and posts to the billing and invoicing process.

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We're really handling every-thing—it's all of our service documentation, invoicing, how we pay people, and all the other core areas of operations. Zoho Creator created an environment we could succeed in.

- **Shelby Spencer,** CTO Briotix Health

ZOHO Creator

www.zoho.com/creator/

We'd love to talk! Reach out to us:

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