



Case Study: American Dental Partners (ADP)

How QueBIT helped ADP Improve Business Analytics for A Growing Network of Dental Practices.

American Dental Partners (ADP) has grown rapidly both organically and via acquisition over the past decade. It now manages more than 350 dental practices located throughout the United States. It has also experienced significant growth into new specialty practice areas such as orthodontics and periodontics. The rate of change in the organization has never been greater.

As ADP's network has grown, the need for smarter planning and more sophisticated analytics has become apparent. They needed an analytics solution that could support their rapidly changing needs and also help drive future growth and improvements in business practices. The current systems were not up to this task.

A change in systems was on the horizon. When ADP sought an implementation partner, QueBIT immediately came to mind. The two parties already worked together on a previous implementation of Cognos Enterprise Planning. QueBIT was also a leading provider of IBM Cognos TM1 implementation services, and TM1 offered ADP far greater capability and scalability in support of their rapidly evolving needs.

Challenges and the TM1 Solution

In trying to initiate specialty-based planning and forecasting, ADP was confined by their existing systems. The experienced limitations included:

- Scale and overall system capacity restrictions
- Performance issues when processing large workloads
- Lack of ability to analyze and report in real time

Conversely, TM1 offered far greater flexibility to handle much larger datasets, analyze data at much lower levels of detail, report information in real time, support significant

enhancements to the related business processes and perform extremely well for hundreds of users simultaneously.

It fast became clear that TM1 was the right choice to streamline ADP's business processes. It provided the best platform for performing the required specialty planning and analysis and supported ADP's future growth plans with far greater flexibility and superior performance to achieve real competitive advantage.

Together with QueBIT as their partner, and project sponsorship from executive management, the ADP project team was able to establish the right foundations for implementation success and all of the project challenges encountered were overcome with relative ease.

A Change in Plans

The migration between EP and TM1 was a lot smoother thanks to ADP's familiarity with the current system architecture and structure. Chris Wilson, QueBIT's project consultant, explained "ADP had a sister-like system so it was easy to quickly adapt to TM1 best practices"

It also helped that Paul Guerrieo, ADP's Manager of Planning and Forecasting, had been the administrator

"I found QueBIT's implementation process to be really efficient and effective. The design phase was augmented with rapid prototyping and continuous feedback of ideas through hands on demonstration and this really helped to optimize the design in context of the business requirements in very short order. Strong foundations were laid early in the project and this paid off with the success achieved in the Configuration, Testing and Deployment phases of the project."

Paul Guerrieo, ADP's Manager of Planning and Forecasting

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for EP and understood the inner workings of the system. When it came to conducting the move from EP to TM1, Paul rapidly adopted QueBIT's CARE implementation methodology that was centered on skills transfer and quickly became a highly productive member of the implementation team.

Along with their approach, QueBIT stood out for their incredible work-ethic. "QueBIT was very dedicated throughout; they worked night and day. Chris [Wilson] provided dedicated support, and it was great to have a full-time consultant to provide ongoing support to ADP."

Rolling Out Web-Based Planning and Forecasting

QueBIT deployed its web-based interface WebWORQ to create a customized and highly user-friendly front end to the TM1 system that enabled users to have controlled access to everything that they needed in manner that best suited their individual needs.

It didn't take long for the users—particularly the operations managers and practice managers—to become acclimated to this new web-based interface. Among the most appealing features is a more dynamic and visually engaging look and feel.

According to Guerrieo, "ADP has more than 100 users and keeping them on task in the process can be a challenge. QueBIT offered an elegant interface to keep the users interested and fully engaged. The outcome for ADP was a fast and effective process that met with the full support and approval of the business users. Everyone involved was very happy with the system."

Bringing New Efficiencies to the ADP Workforce

Due to increased engagement in the process, users have now become far more self-sufficient, and they haven't been relying on Guerrieo for reports and analysis as they were previously with Cognos EP. With TM1, they can get the information they need, when they need it, and in pretty much real time.

Among the added functions and benefits that ADP has achieved with the new system include:

- The addition of specialty analysis that was not available previously
- Increased system performance from hours to seconds for actual data loading and report generation.

- The flexibility to compare actuals and Plans within TM1
- Centralized data access and transformation of data often with just a single click
- Drill down to source data systems directly from TM1

Forward-Thinkers Stick Together

With an implementation of this size and scale, a lot of things could have gone wrong. However, Guerrieo and ADP were so thrilled with the results that they are also looking to further enhance the solution by adding QueBIT's report generation solution ReportWORQ that enables the automated distribution of TM1 Reports via email and Sharepoint. ADP and QueBIT also intend to continue their successful partnership for other future initiatives.

"The majority of our workforce is using [TM1] and they like the new system so much better than the old system. Overall, there were a lot of moving parts. But in the end, it all worked out great."

Paul Guerrieo, ADP's Manager of Planning and Forecasting

About American Dental Partners



American Dental Partners assists dentists with the business side of dentistry at more than two dozen affiliates in more than 20 states so that their focus can remain on providing excellent patient care.



QueBIT®



QueBIT is an IBM Premier Business Partner and a leader in providing Advanced Analysis and Business Analytics consulting services. In 2012, QueBIT was recognized as IBM's North American Business Analytics partner of the year.

To find out more information on how QueBIT Consulting can work with your organization to achieve results, please contact us at 1-800-QUEBIT1 or email us info@quebit.com.

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