



Empowered Margins data-integration services can accelerate implementation while freeing up development resources.

Summary

1. Empowered Margins' integration service enables technology platforms to increase their customer's adoption efforts
2. Our dedicated integration team specializes in challenging integration, allowing you to free up precious development resources
3. Our flexible model allows us to assimilate with your professional services group
4. Our deep industry expertise having worked with hundreds of integration challenges, allows Empowered Margins to support your sales team's effort in selling the most demanding enterprise customer

Free Up Developer Resources for Higher ROI

As applications become increasingly interconnected with data, data integration becomes more challenging. For the last few years, the solution has been to expand internal IT departments to meet the growing demand for sophisticated integration. Who better, it was thought, to connect the data dots than the very inventors of your software themselves?

However, the more this trend continues — and there is no sign of it abating — the more unique programming resources are siphoned off from product development. Over time your business model shifts from that of a product company to that of a professional services company or, more likely, a reactive hybrid of the two.

This depletes your ability to capitalize on your IP. The resulting costs are both expensive and subtle: longer release cycles, less responsiveness to evolving market needs, less sales and renewal support, fewer PR events and, worst of all, fewer innovations as your developers' focus is diffused away from what they only can, and therefore should, do: build the next version of your product.

Empowered Margins reverses this trend by offloading and systematizing data integration.

Upward Spiral

Under the framework of a Master Services Agreement, our Professional Services Team processes Work Orders for providers, often on a white-labeled basis. These Work Orders utilize provider APIs to customize integrations for their customers in a fast-moving and, yet, methodical queue.

This rapidly adds to the providers' user bases while freeing their internal programming resources to develop their applications further. This has led to a more rapid release schedule which has, in turn, generated more renewals, buzz and new customers for the provider than would otherwise have been possible, in a virtuous circle that continues to spiral up.

All of these organizations invest this kind of trust with us because of the careful attention we bring to each project. It doesn't hurt, either, that we are ISO certified, HIPAA compliant and run our own cybersecurity business unit. In some cases, providers have even asked us to improve their APIs. Our process for our integration services on behalf of providers involves the following steps:

- A Discovery Call to identify the provider's integration goals
- Allocation of an internal team of dedicated resources to undergo training with the goal of learning the provider's code as well as the provider knows it
- Assignment of a project manager to act as a single point of contact to liaise between the provider and the internal technical team
- Initial implementation(s) in concert with the provider to ensure our team learns the nuances of the platform in a live environment, including server and RDP setup, platform installation, configuration and customization
- Ongoing implementations solo. We implement as many Work Orders as you want at the agreed-upon frequency, while you focus on leveraging your development resources on what you only can do, earning a higher ROI in the process.



Why Empowered Margins?

Empowered Margins is a data management company headquartered in Colorado Springs with nearly ten years of integration experience and 50 highly skilled developers. Working primarily in the association, insurance and healthcare verticals, we have built dozens of integrations and deployed them to nearly 100 clients. We have learned from integrations across platforms we see over and over enabling us to develop familiarity and scalability.

We have specialized in integrations because they combine our unique skill sets in data, particularly warehousing, analytics and visualization, with our global reputation for being able to get the most out of any API. In addition, we find data integrations especially fulfilling, because they welcome end users into feature-rich platforms that facilitate vital transactions which move forward these mission-critical industries.

With our help, millions of end-users can do important work because they have daily access to the right data for the right audience at the right time.

Industry Reputation

Due to our unusually successful integrations track record, we have become known in our industries as the integrator who can complete even the most challenging assignments on time and on budget. Our experience with so many platforms allows us to anticipate problems before they occur.

In fact, over a dozen clients have come to us after an integration project with another vendor failed. Without exception, we have quickly identified and corrected the problem and kept the client as a happy customer who never looks back. All of these customers are still with us today, and nearly a half-dozen technology providers have selected Empowered Margins as its integration partner.

“The EM team took care of everything. It was a very straight-forward experience that worked straight off the bat. Empowered Margins’ integration gives us an advantage in the market.”

— Joe Plasterer, Principal
Starkweather Association Services

We would like to discuss your implementation goals to see if there might be a fit.

Please contact me at engage@empoweredmargins.com or call **719-581-2221** today.