CLIENT SPOTLIGHT
Telehealth Provider

3Cloud

Telemedicine company sees an 85% YoY revenue increase with modern apps and migration to Azure

CHALLENGE

When Amazon announced its entry into the telemedicine space, this telehealth organization was faced with immediate, and growing, issues. First, they were challenged with a platform supplier now serving as a primary competitor. In addition, the company was faced with mounting technical debt, marked by erratic and escalating operational costs. Cumbersome governance and an aging security posture added further strain, challenging the company's ability to respond effectively to evolving market demands and making them more vulnerable to Amazon's entry. The growing complexity within the organization's underlying platform, in part from the piecing together of several acquisitions, had made their platform unwieldy, complex and dated. These challenges posed a significant obstacle to introducing new market offerings, creating the need for a comprehensive restructuring and innovation overhaul to maintain competitiveness in the face of these challenges.

SOLUTION

3Cloud conducted a series of discovery and architecture workshops across infrastructure, data and application workstreams to build a complete view of the current state and design a modern future state roadmap. Our team employed 3Cloud's App Modernization and Application Innovation Roadmap engagements, focusing on key applications pivotal to the client's operations. We partnered with the healthcare company to formulate a comprehensive data strategy and migration plan designed for a petabyte-scale data estate and the seamless transition of five applications from AWS to Azure. This migration aimed at platform relocation but also emphasized the integration of unified analytics through Azure Data Services.

⊙ SCROLL TO VIEW THE RESULTS

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As part of the modernization initiative, 3Cloud revamped the client's applications to directly address core business challenges. We developed an Azure Landing Zone for Healthcare and a modern architecture leveraging Azure PaaS services, showcasing 3Cloud's commitment to staying at the forefront of technological innovation in the healthcare domain.

RESULTS

Beyond moving from a competitive telemedicine platform, the company realized significant business value by migrating to Azure. The client's partnership with 3Cloud enabled them to drive a sustained revenue growth of an impressive 85% year-over-year while simultaneously increasing patient visits by 38%. By adopting Azure Kubernetes Service with robust DevOps tooling, the client was enabled with accelerated telemedicine introduction and marketplace expansion. The organization can now adapt to the evolving healthcare landscape, ensuring that its telemedicine platform remains at the forefront of innovation. Additionally, they can better manage and reduce operational costs associated with their telemedicine platform. This dual commitment to both innovation and operational efficiency highlights the company's dedication to providing accessible and high-quality telemedicine services while fostering a sustainable and resilient business model.

CLIENT PROFILE

Multi-national telemedicine and virtual healthcare company.
Annual Revenue: $2B
Employees: 4,400
Innovation Focus: App Innovation