DB Results- Software Development, Marketing, and Human Resources

Location: Hong Kong and Australia

Industry: Business Management Consultancy

Services Provided: Software Development and Marketing

A Melbourne-based digital business consulting and technology company boosts capacity while improving its margins with skilled software development and marketing support from DSS.

OVERVIEW

Melbourne-based DB Results is a digital business consulting and technology company that operates globally, serving government organisations and corporates in the utilities, financial services, telecommunications, retail and health sectors, amongst others. Since 2017 it has drawn on OutSystems development services and marketing support from DSS to manage dynamic workflows and cost-effectively grow its business.

CHALLENGES

Like any other organisation with a software development line of business, DB Results knows that large app development projects have inherently "bursty" workflows. It needed to scale up its development resources to manage peak workflows without gutting its margins. At the same time, it required professional marketing support to build a continuous pipeline of qualified new business prospects.

HOW DSS HELPED

DSS first partnered with DB Results in 2017 to provide a dedicated team of skilled remote developers, QA specialists and project managers, all focused on building and maintaining custom applications for DB Results clients using the OutSystems platform.

The relationship started with a team of 20 developers, a complement which has since grown to more than 50. A number of team members have worked exclusively on DB Results projects since 2017. The range of completed applications includes billing systems, an automation system for healthcare providers and patients and investment and banking applications.

Separately, DSS' Market Insights team has helped DB Results by supporting an end-to-end new business pipeline. The team provides email marketing, prospect qualification and list building services, as well as outbound telemarketing services in support of DB Results events.

RESULTS AND PLANS

DB Results expands its software development team to meet client demand at a fraction of local costs by relying on DSS's Philippines-based developers. DSS has also proven to be a consistently reliable provider of professional marketing support services, again at prices not achievable in DB Results' home market.