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– Farley Lavett, CEO, ACTEK, Inc. ▶



## COMFRAME CLIENT CASE STUDY

before ▶



after ▶



### INDUSTRY

Software for Insurance, Financial Services and Retail

### SERVICES DELIVERED

Usability and User Experience Engineering [U2XE] Services

### MAJOR BENEFITS

- ✔ Highly-usable software interface
- ✔ Architecturally-sound client migration path
- ✔ Enhanced software branding
- ✔ High-impact sales presentation
- ✔ Reduced modernization costs

### CLIENT SNAPSHOT

ACTEK, Inc. provides software for large insurance carriers, financial services companies and retailers across the U.S. ACTEK’s flagship product, the ACom3™ Commission and Incentive Compensation System, is an enterprise business application that delivers end-to-end automation of the sales commission, incentive and bonus payout function.



## ComFrame User Experience Engineering Transforms ACom3 Incentive Management Software

### Client Background

ACTEK’s ACom3 software application has been successfully deployed across diverse industries to address the complexities of the incentive compensation management process, including:

- ✔ Integration with disparate upstream and downstream systems
- ✔ Complicated and rapidly changing commission and bonus plan arrangements
- ✔ Dynamic and complex relationships with payees (sales staff, sales management, brokers, agencies, wholesalers, etc.)
- ✔ Client-defined performance metrics and reporting

## Business Challenge

ACom3 has the robust features and scalability to support large clients that include MetLife, Coventry Health Care, CI Financial and Brooks Brothers Stores. In the past, product enhancements for ACom3 were heavily focused on improvement of core functionality, with minimal attention to the application's usability and user interface. Consequently, in recent competitive engagements the look and feel of the software did not resonate well with software evaluation teams. This user experience issue was impacting ACTEK's overall perception in the marketplace, in spite of the fact that ACom3 is clearly a best-of-breed application.

## Solution Requirements

ACTEK options for evolving the ACom3 user interface included internal development, offshore partnerships and national and regional consulting/development firms. ACTEK leaders were looking to create a user experience that was intuitive for new users and that would minimize click-streams for standard operations. ACTEK selected ComFrame based on its user experience client references and track record of success in similar projects. ComFrame proposed a user experience framework inception effort that would address key factors for ACTEK success, including application user requirements, information architecture and visual interface design.

► *“ComFrame's new user-experience engineered interface will extend the ACom3 solution into the next decade.”* ◊

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## Project Approach

ComFrame engaged user experience and software branding consultants working within its Usability and User Experience Engineering (U2XE) practice. Within three weeks, ComFrame presented a new “application skin” that elegantly addressed ACTEK's branding and provided a new navigational concept leveraging Web 2.0 principles. ComFrame's architectural assessment revealed that the new application design would eventually reduce hundreds of screens from the ACom3 solution.

When presented with the new user experience visual concepts, Tom Davis, senior vice president of sales asked, “How can I possibly present our existing application interface to new sales prospects after seeing this new design?” ComFrame U2XE consultants accelerated the project timeline and within one week, working closely with ACTEK's development team, they were able to equip the entire ACom3 solution with the new presentation layer, knowing that new navigation would soon follow.

## Business Results

ComFrame's user experience efforts provided ACTEK with an innovative visual interface and architecturally-sound migration plan that leverages their data strategy and metadata-driven plan organization. The new design allowed ACTEK to immediately remove the primary selling objection to their solution. Within a month, ACTEK was named a finalist for a new sales incentive plan application for a leading supplemental insurance provider.

The new design transforms ACTEK's product roadmap through a user experience-engineered interface that will extend the ACom3 solution into the next decade. The

new approach is extremely attractive to ACTEK's current clients because it minimizes impact to existing database structures.

“ComFrame's innovation and precision focus provided ACTEK with a leading-edge presentation and migration path,” said Farley Lavett, founder and CEO of ACTEK. “Their U2XE practice produced an elegant and highly-usable design that won the support of all our key stakeholders and helps us take the ACom3 software brand to a new level. The new design will greatly reduce our capital costs for modernizing applications. It enables us to go to market quickly, aids us in securing new business and gives ACTEK a significant competitive advantage.”

# COMFRAME

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## About ComFrame

Since 1997, ComFrame Software Corporation has delivered more than 200 elegant projects for clients in diverse industries across the southeastern United States, helping them reduce IT complexity and successfully deploy modern architectures and applications that improve business agility and efficiency. From offices in Birmingham, Alabama, Nashville, Tennessee and Beijing, China, we deliver a broad range of custom solutions and packaged business applications. More than 70 architects, software engineers and project managers make up our highly skilled team.

