

## The Business Journal Press Release

# Wisconsin Software Provider Transformed by Focusing on Three Business Essentials

**HARTLAND, Wis., Sept. 25 /PRNewswire/** -- When David Kerford joined [AQS](#) as president and CEO, the software systems company was seeking to stabilize its business processes and efficiently deliver higher quality to customers. [AQS](#) supplies policy administration systems for commercial property and casualty insurance companies. In 2005, the company was struggling to make a profit.

From late 2005 through the first quarter of 2007, [AQS](#) transformed itself by focusing on three business essentials -- identifying and prioritizing internal improvements, effectively managing projects to implement those improvements, and bringing those projects to fruition on time and within budget. The company's results include:

- 50 percent top line growth in 2006 at 18 percent profit
- Implementation and customer support personnel spend 64 percent of their time on profit generating work, up from 47.5 percent in 2005
- Faster implementations of customer systems with higher quality and a significantly lower backlog on new orders
- Higher customer satisfaction, leading to repeat engagements and referrals
- Increased employee engagement, morale, and retention
- Company repositioned as a value-adding solutions consultant rather than as simply a software systems supplier
- [AQS](#) significantly ahead of its revenue and profitability objectives
- Total [Trissential](#) fees in 2006, during the period of the turnaround, amounted to \$260,000

"AQS was and is a company with an excellent set of products and great people -- experts in insurance and software development," said David Kerford, president and CEO, [AQS](#). "We needed to refocus ourselves on serving the primary needs of our customers in the insurance industry.

"Trissential provided us with up-to-date, disciplined practices and procedures and raised the technological maturity of our delivery teams. They showed us how to automate essential delivery processes that significantly impact utilization and customer quality in a positive way. They also helped us modernize our project management practices -- with these changes being immediately reflected in our customer implementations.

"Trissential was the perfect complementary partner, enabling us to focus on our core competencies during a period of rapid change. The results speak for themselves. The financial investment in their expertise was money well spent. The improvements to AQS's 'common economic denominator' will continue for years to come."

Trissential is a management consulting company specializing in business improvement. Trissential helps companies make better decisions at every level of the organization, from product to process to market innovation. Trissential's approach recognizes the interdependency of the three essentials -- strategy, management, and execution. Trissential's Hartland, Wisconsin,

office is located at 1120 James Drive, Suite 104. Please call Keith Korsi for more information at 262-613-1643.

#### About Trissential

Trissential, <http://www.trissential.com>, specializes in business improvement and IT project implementation. Trissential essentialists help companies achieve desired results through the alignment of strategy with efficient management and exceptional IT project implementation. Trissential, based in the Midwest, develops Projecy brand project-management maturity tools.

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