



Success Story

# Consensus Corporation – Replatforming and Beyond



“The impact was immediate and measurable. We’ve seen a significant reduction in development time for API definition and construction. The efficiency gain is likely greater than 50%.”

Harrison Lynch, Sr. Director of Product Development at  
Consensus Corporation (a subsidiary of Target Corporation)

## How Consensus successfully replatformed as told by Harrison Lynch

We were given the major project of replatforming – moving an e-commerce site from its current monolith platform to a service oriented one – on a strict pre-holiday season deadline. As you can imagine, this type of migration requires a massive amount of planning and technical expertise to execute. Even minor changes can have an impact on other critical parts of the platform, and for us this was especially true.

We needed a way to quickly align ourselves and map out the plan for this replatform. There was very little documentation of any processes beforehand, and we were relying totally on ‘tribal knowledge’ (unwritten information). Everyone had ideas in their head about how things were meant to work, but none of this was available for reference for the rest of the team – particularly new hires!

Using BPMN 2.0 helped our developers with different backgrounds and expertise speak the same language and keep the dialog moving. And thanks to Signavio’s features (commenting, sharing, etc.) that mirror everyone’s favorite social networks, all stakeholders were also able to easily provide real-time feedback. This improved the quality of the process models, while also engaging everyone in this project to create vital buy-in. A challenge as big as replatforming can’t be tackled without the knowledge and support of the entire team!

Mobile device retailing in Target stores is performed by a sales rep using our guided

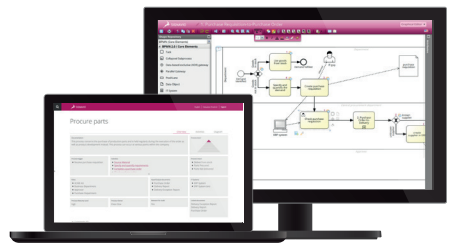
system to manage the sale. Because we offer disparate products from wireless carriers within a unified user experience, this massively reduces training costs. Shoppers in Target stores were delighted by the rapid shopping experience this enabled. We really crushed holiday forecasts.

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Signavio brought a lot of great things to the table, especially the standardized notation, intuitive usability, and collaborative functionality. We were able to engage our entire team in documenting and innovating key development processes and saw great results.

### At a Glance

- › Efficiency gain of greater than 50%
- › BPMN 2.0 aligns the team moving forward
- › Social features lead to accurate models and create buy-in
- › Vision of future state is easily expressed



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