Behavioral Analytics
People Insights and Research SaaS Platform

DNA Behavior®
Behavioral Intelligence

An international people insights firm, DNA Behavior is the global leader of the behavioral management revolution for enhancing relationships, unlocking human potential, and managing business risks. Solutions are based on rich behavioral sciences research and delivered technology platforms under three primary brands:

- *Communication DNA*
- *Financial DNA*
- *Business DNA*

WE SOLVE PROBLEMS

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Client Need

Our client needed an online portal for their end users to activate and manage their human behavior assessment programs. Features needed were self-registration, new client creation, customized testing, analytics and robust reporting.

Product Challenges

We needed to create an application with multiple user-friendly interfaces and features for multiple devices, including mobile and tablet use. Configurable features were needed so customers would have the ability to customize their sites. Reports required conversion of HTML pages to PDF format. In addition, the application needed to integrate with Salesforce for better client records management, and the legacy system needed to be migrated to the cloud.

The delaPlex Solution

We delivered a robust user friendly software solution with configurable administrative and user assessment features while also successfully migrating the legacy system to the cloud. The client's customers are now able to customize their assessment programs on desktop, mobile, and tablet devices. Features include customer registration and payment, customized emails, assessment scheduling and reporting, and secure permission levels of access.
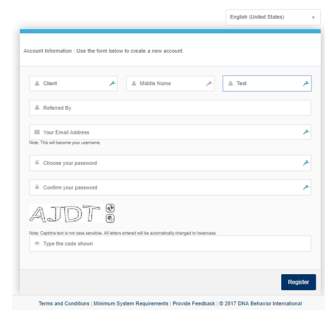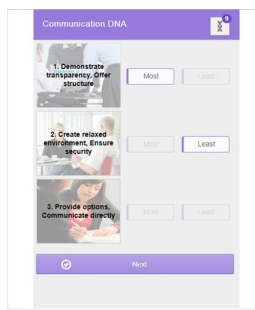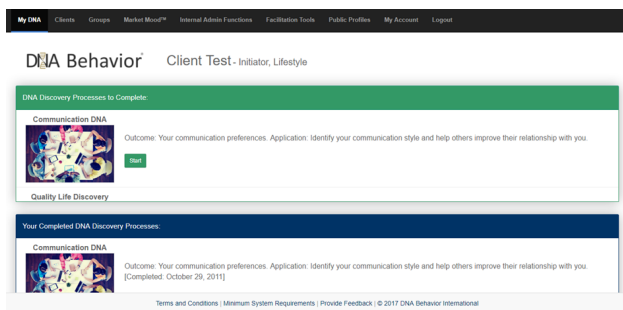
delaPlex software

CASE STUDY—CLOUD COMPUTING

TECHNOLOGY TOOLBOX

How We Did It

The dedicated delaPlex development team for DNA Behavior conducted an industry requirements analysis to design a client-specific solution. We created integrations with Firstdata payment gateway and Salesforce CRM to generate PDF reports. Box.com was used for document sharing and Wordpress as the CMS. An agile & process driven methodology was employed with the following technology stack to deliver a functional planning application.

. NET Stack

IDE - *Microsoft Visual Studio 2010 Professional Edition* | **Server Side Technology** - *Microsoft ASP.NET, MVC-3 with RAZOR, C#* | **Data Access** – *LINQ* | **Web Technologies** - *Jave Script, J-query, AJAX, JSON, XML, Bootstrap, CSS* | **Database** - *Microsoft SQL SERVER 2012* | **Source control**—*Team Foundation Server, GitHub* | **Servers** – *Microsoft Azure Cloud* | **OS** – *Windows Server 2003/2008/2012*

"Whether they need just one or two people or for few months or if they have an ongoing requirement like we do, I would highly recommend delaPlex."

HUGH MASSIE | President and Founder
DNA Behavior

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