

Top-Five Pharmacy Retailer Case Study

“We were able to build an ecosystem of 400 partners who built branded apps integrated with our core systems. Thanks to its cloud-based approach, Appery.io enabled us to easily onboard our partners without any infrastructure deployment, maintenance, or training; something our existing platform did not support,” said the Director of Digital Innovation at the company.

About the Retailer

The pharmacy retailer is one of the top five largest pharmacy health care providers in the United States, with integrated offerings across the entire spectrum of pharmacy care. Through its unique suite of assets, it is reinventing the pharmacy to offer innovative solutions that help people on their path to better health. The retailer is focused on enhancing access to care, lowering overall health-care costs for plan members and payers, and improving health outcomes.

Problem

The pharmacy retailer was looking to build an ecosystem of partners, each of which would offer branded pharmacy services to its constituency via a mobile app. Partners include insurance companies, healthcare providers, and pharmacies. The retailer would build app templates that would be customized by each of the partners. This approach was not viable using existing platforms, because existing platforms would require a deployment for each partner, the integration of each system back to the retailer’s core systems, and a lengthy learning curve for developers.

Solution

The company evaluated a number of options including the leading mobile enterprise application platform (MEAP) providers and Appery.io. They selected Appery.io because of:

- **The ability to onboard hundreds of partners by simply sharing a URL.** Because Appery.io is cloud-based, there was no need for each partner to install or maintain infrastructure. The cloud-based approach also enabled the retailer to have a centrally managed system with a single integration effort, accessible to all partners.
- **The short learning curve.** Thanks to the visual IDE, the learning curve for partners was very short. Within hours, partners were productive on the platform. Also, especially given the lack of specialized mobile skills, Appery.io made it easier to find resources to staff the development effort

for each partner.

- **Faster time-to-market and lower costs.** Because of the its rapid development approach and its support for all the mobile platforms (iOS, Android, Windows Phone, and mobile web), the company was able to significantly speed time-to-market and lower costs for itself and its partners.

Results

Thanks to Appery.io, this top-five pharmacy retailer has already grown its ecosystem to over 400 partners, each delivering new revenue though a customized mobile app. The company expects to grow the ecosystem to include significantly more partners within the next two years.

Appery.io enables enterprises to support a broad ecosystem of developers, all managed centrally by the IT organization. Business analysts within the lines of business can develop without coding. Outsourcers, agencies and other developers can easily access the platform via a browser. Many enterprises, as in the case of this pharmacy retailer, can also easily enable an ecosystem of partners to develop on the same platform, all with oversight from the IT organization, if required.

Appery.io Enterprise Ecosystem

