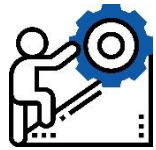# Maximizing Growth through Extended Development Teams

THE CHALLENGE

In 2011, **a leading insurance company** faced the evolving landscape of the insurance industry marked by dynamic market shifts and technological advancements. They approached Aptara with the challenges that included identifying skill gaps and adapting to industry changes for sustained growth from 2012 to 2023.

APTARA'S SOLUTION

Aptara played a crucial role in overcoming challenges by introducing strategic solutions that propelled the company forward.

- Recognizing training as a strategic competency in 2011-2012 set the foundation.
- The deployment of the Extended Development Teams Model in 2013-14 marked a turning point. This innovative approach significantly increased speed to market by 45%, established high scalability, and streamlined learning processes by reducing learning curves through staffing continuity and optimized review timelines.
- In 2017-18, significant cost reduction was achieved through a 35% increase in effort efficiency, and learning solutions diversified to include bite-sized content, videos, and marketing collateral. The journey continued with the adoption of adaptive learning in 2019, further strengthening the team's composition.

THE RESULT

Aptara's strategic interventions led to substantial results. Efficiency and agility increased with greater speed to market, enhanced scalability, and optimized learning processes. Financially, there was a significant impact with cost reduction and team growth. The ongoing success in 2019-2023 saw the company evolve with specialized learning models. Aptara's ID being chosen as the Point of Contact for business stakeholders underscored the trust and expertise garnered over the years. This case study exemplifies how the adoption of an extended development teams' model not only addressed immediate challenges but positioned our client for ongoing success in the dynamic insurance landscape.

Recently, in 2022, Aptara received the "Best Learning Program for Diversity, Equity, and Inclusion" and "Best Use of Virtual Worlds in Learning."