Toptal Enterprise

Database Management Increases App Speed and Customer Loyalty

Challenge

The company was trying to optimize an application for a seller of eye surgery equipment. The app designed a convenient, single-use, sterile package that met the doctor's and the patient's needs for each particular surgery. However, the process of using the app was too slow. In addition, an unwieldy amount of data needed real-time syncing, which added to the delays.

Solution/Impact

Toptal experts recognized the delays in syncing were causing vendors to lose their customers. To speed up the process, Toptal developers employed a little-known feature in Microsoft's SQL Server that allowed the application to work while disconnected, save information, and then sync when it was back online.

This feature, built using the Azure Well-Architected Framework, automated the app. This allows doctors to reorder their customized surgical equipment with the click of a button. That fast and streamlined feature improves both customer loyalty and warehouse production times.

COMPANY

A design and digital marketing agency that uses a combination of online and offline data to boost sales for its clients.

OVERVIEW

The company worked with Toptal to build an application on Microsoft Azure for automation and product customization for a surgical products vendor.

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