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Case Study

Reengineering a Legacy Sales Platform with Modern .NET Architecture & Cloud-Ready Scalability

The Client

The client provides sales training and performance improvement solutions that transform how organizations engage with customers.

Using their proprietary Preferred Way of Selling methodology, they align sales strategies with each client's culture, goals, and team dynamics.

Through tailored, role-based training programs and data-driven insights, they help B2B organizations achieve sustainable sales growth and long-term performance improvement.

The Challenge

The existing client platform suffered from instability, performance issues, and incomplete modules that limited usability and user adoption. Key sales training workflows were misaligned with evolving business needs, and the lack of timely support from the previous vendor hindered scalability. The client also needed new features to support customized training, reporting, and analytics capabilities.

- ✔ **Custom Training Programs:** Support for tailored sales training workflows.
- ✔ **Reporting & Analytics:** Tools for tracking performance and engagement.
- ✔ **Scalability Improvements:** Redesigned architecture for growth.
- ✔ **System Stability:** Fixed defects and optimized performance.
- ✔ **Role-Based Access:** Streamlined user experience by role.
- ✔ **Technology Upgrade:** Modernized stack for long-term reliability.





Technology Environment

Telliant worked with the client to identify/create the most suitable tech-stack for the project to include:

LANGUAGES

- ASP.NET MVC

PLATFORM

- SQL Server 2022

INTEGRATION

- TFS (Team Foundation Server)

About Us

Telliant Systems, offers a diverse selection of custom software product development services, such as product strategy, software design, application development, QA/Testing, and application management services. Expert teams are available to develop web, enterprise, and mobile applications, including iOS and Android development.

Solution Highlights

Telliant executed a project rescue to make the client's platform stable, scalable, and user-friendly. The team fixed critical issues, improved performance, and added features aligned with the client's sales methodology. Modernizing the tech stack and adding proactive support delivered a reliable platform that drives adoption and growth.

- ✔ **System Stabilization:** Identified and resolved major defects, optimized workflows, and improved UI responsiveness, resulting in a smoother, more reliable user experience.
- ✔ **Enhanced Functionality:** Introduced custom training modules, role-based access, and dynamic reporting dashboards to better align with the client's sales training model.
- ✔ **Performance Optimization:** Tuned database queries, caching, and application code to reduce latency and support faster access to training content.
- ✔ **Secure Access:** Migrated the platform to SQL Server 2022 and the latest .NET frameworks, improving system security, compatibility, and long-term scalability.

Insights and Results

Telliant transformed the platform into a stable, scalable, and user-friendly solution that improved performance and user engagement.

- ✔ 99% uptime for reliable daily use.
- ✔ 40% increase in platform adoption.
- ✔ 50% faster response times.
- ✔ Modern architecture enabling scalability and easy updates.
- ✔ 60% reduction in downtime incidents.

