



Case Study: Lenscrafters

StarBase, Inc. helps Lenscrafters Manage Business Information During Major Consolidation

Situation: Lenscrafters is a Cincinnati based retail division of an optical distributor that markets and administers vision care programs and serves over thirty million people in the United States.

Our client was faced with a major consolidation with another vision care organization, a multimillion dollar business in Phoenix. The health care, accounting, and reporting systems for both organizations would be consolidated in Cincinnati.

Risk factors included in the move were:

- Integration of data from the acquired company's systems into the existing system
- All existing business models would be used – no consolidation of offerings
- Loss of staff and business knowledge from the acquired company
- Consolidation of three different software systems as well as two different hardware platforms

Solution: STAR BASE, Inc. conducted a business analysis, as well as system design analysis to determine the best approach to consolidation. The existing system was modified to handle all new business rules while maintaining its present method of handling claims. STAR BASE provided all systems design and programming into the one system that now handles all business models, rules, fee schedules, accounting, claims submission, payments and reporting. One software package and hardware platform now handles it all. STAR BASE managed the entire project from beginning to end. The consolidated solution decreased overall operational expenses and delivered productivity gains across the organizations.

"Your team was super fantastic on the ECPA project. It was through your technical and team leadership that this project was delivered one week ahead of schedule with excellent quality. Great Job!" -CIO Lenscrafters

Technology: HP 9000, Visual Basic, AS/400, Synon, RPG, Oracle Database, Access, DB2, Diamond 950, MAS90

Star Base Consulting, Inc. is a Cincinnati IT solutions firm that helps you align IT with business objectives and optimize technology investments. Leveraging deep business application experience in your market we deliver Strategy and Assessments, Technology Solutions and IT Talent on Demand. Our clients benefit from increased productivity, reduced waste and lower costs, greater efficiency and a technology solution that fuels greater revenue and profit. For more information please contact us at **513-245-0400** or visit www.StarBaselnc.com.