



Bits In Glass
Unlock Your Potential

CASE STUDY

IMPROVED FUNDING PROCESS FOR GOVERNMENT ORGANIZATION

BACKGROUND

about the client

A corporation within the federal government providing financial support to national film projects. The organization also promotes and exports national content at festivals, markets, and events all around the world.

The corporation's mission is to foster and promote the development of the audiovisual industry by playing a leadership role through financial support and initiatives that contribute to the industry's success.

It also administers funding programs which totaled nearly \$350 million in fiscal 2019, and resulted in the production of 140 national feature films and the development of an additional 300 projects.



“Bits In Glass has been a great partner for us. The extensive experience they bring from working on implementations across different industries is a huge asset in a partner. They take the time to truly understand our needs and work with us to find the best solution.

Bits In Glass believes and embodies the fact that our success is their success. It’s easy to fall into habits and their experts teach us new and better ways to approach our business problems to help us do more, and better.”

CHALLENGES

SLOW, MANUAL FUNDING

The corporation's business involves many different complex processes; receiving funding applications from national content creators, internal teams reviewing applications, approving and funding projects, securing production certifications, tracking the progress of funded projects, and more.

Its organizational business model is based around the following business focuses:

Funding applications

Content creators apply for funding from the corporation at various designated dates throughout the year. The project funding team receives the applications, reviews them, and determines if they're eligible for funding. They then communicate their decision to the applicants and enrol the successful candidates into their associated funding programs.

Funding payments

The internal finance team is given all funded projects to coordinate invoices, payments, and any funding related follow-ups with the content creators. During fiscal year 2019 the corporation funded over 400 projects.

Business affairs

The business affairs team looks at all of the corporation's projects from an accounting oversight perspective, using reports to get insights into their funded projects to make sure all the funding requirements are being met (certifications, insurance, payments, etc.).

The corporation had different in-house systems in place for the above processes, but they were all old and outdated with poor performance quality, high maintenance costs, and a lack of connectivity with each other.

Most importantly, these in-house systems didn't have essential integrations and ability for it's various internal teams working on different funding application elements and requirements.

These issues caused delivery delays in reviewing and approving funding applications, high support costs, and a lack of stability and security.

Plus, all the disconnected systems caused unnecessary overhead between the corporation's departments intended to work together, not in isolation.

They needed a solution to automate their highly manual processes for managing programs and funds, reduce delivery delays and costs, and improve their users' experiences, with increased accessibility, security, and stability.

They wanted to spend less time on business processes and more time doing what they're mandated to do: promoting the development of the national audiovisual industry.



SOLUTIONS

AUTOMATED FUNDING

The corporation chose Appian as the low-code business process management platform of choice to automate their processes. As a trusted Appian implementation and delivery partner, we were brought on to implement the new solutions.

Our team successfully implemented four applications:

1. Contacts and Campaign Management (CCM)

We built a database to create campaigns and events, with the ability to add contacts to specific campaigns and events. They can also tag contacts with various labels to help group them by region, industry, specialties, etc.

Overall, this addition helps the corporation control large lists of contacts to make sure they reach out to specific national content creators who would qualify/be interested in various events.

2. Enrollment (Applications)

We built an enrollment portal which improves usability for national content creators submitting online funding applications to the corporation.

The portal allows applicants to create organizations for their projects, add people to their organization, give each person specific access and abilities based on their role, and submit applications using an easy-to-use online application form.

This new ability to create funding organizations gave applicants more control over the security of their profiles; a feature that was previously lacking. We also enabled the corporation to group related organizations, something the previous system couldn't do.

3. Manage Programs

The corporation has different program categories based on dollar values of funded projects.

With Manage Programs, we added the capability for them to view and sort projects by different labels like program category, dollar value, completion timeline, and more.

We built functionality so their business affairs team can easily and quickly pull reports for different needs like organization type, project category, payment status, etc.

Since Appian is a low-code system, we also made it possible for them to easily add new funding programs, without needing developers to do it for them.

4. Manage Funds

The corporation receives a single sum of money from the federal government each year, with specific allocations for certain programs.

We ensured their Manage Funds system allowed them to easily view, analyze, and pull reports on where money has been allocated and how it's being spent.



RESULTS



FASTER FUNDING

Based on the ability for the corporation to easily create new funding programs, **delivery time** for new funding programs has been **reduced by 25 percent.**



COST SAVINGS

By leveraging the Appian platform to replace the corporation's outdated in-house systems, **development costs have been cut by 30 percent.**



IMPROVED EFFICIENCY

Due to the improved processes, the corporation now needs less people to process a funding application, and are able to **process more applications per month.**

THE BIG DIFFERENCE



DEVELOPMENT DETAIL

The corporation's IT team didn't have bandwidth to focus on building solutions to their process challenges, so we took on the role of the development team, allowing them to focus on implementation so there was a smooth transition. Ultimately, we enabled them to focus on the business side of things, rather than technical details.



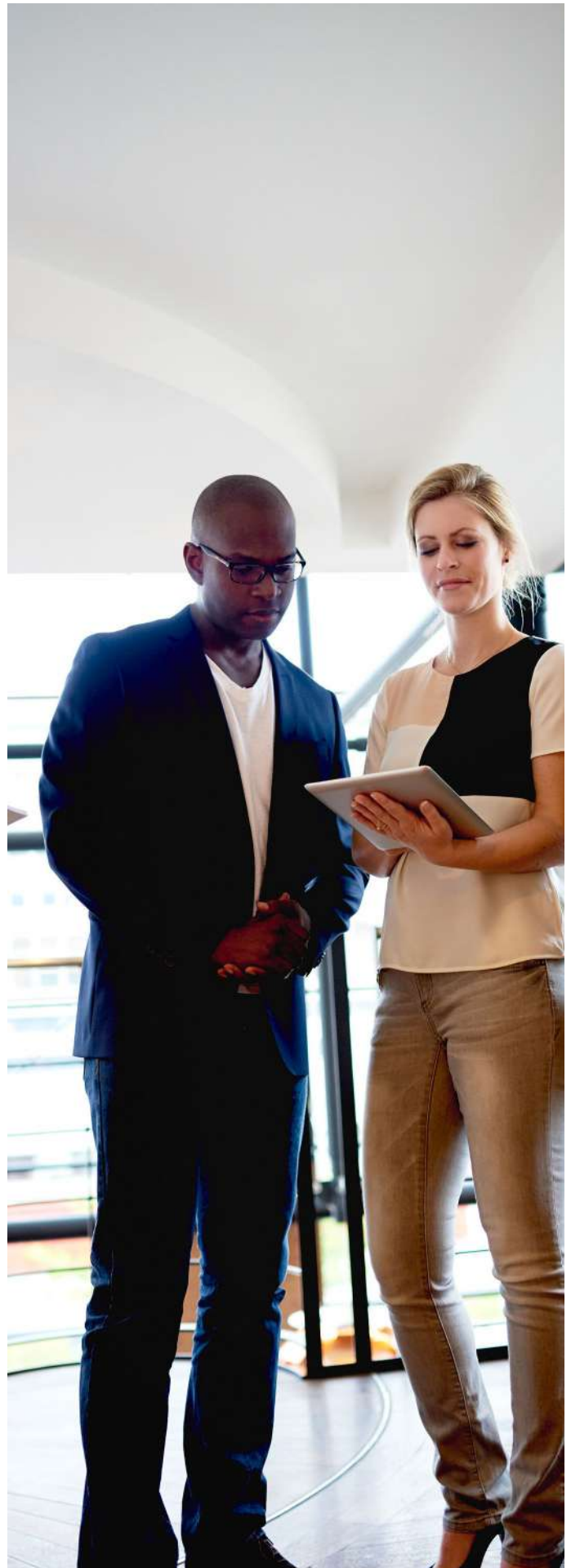
SAVING ADMIN TIME

The new enrolment system only requires one-time ID verification for one person within an applicant organization, saving the corporation a lot of administrative time from previously having to ID verify everyone within an organization'. This new feature drastically improved the process for applicants, and reduced delivery delays.



IMPROVED INSIGHT

The new Manage Funds system allows them corporation to better analyze and report on where funding has been allocated and how it's being spent, giving them improved oversight and insight into their operations.





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