

Case Study

Application Modernization Delivers 30% Faster Performance for a Business Intelligence Provider



Customer Overview



Customer

Arc Network, LLC.



Profile

A global leader in specialized business news and information serving the legal, real estate, consulting, insurance, and investment advisory industries.



Industry

Media and Marketing



Services

Application Modernization

Business Need

Arc Network is an information and intelligence company that provides critical news, data, analysis, marketing solutions, and events, including practice information, classified advertising, and legal education for legal professionals.

Arc Network needed a partner to develop, enhance, support, and modernize its mission-critical websites and applications to improve performance and reduce complexity. Key requirements included:

- Modernizing key applications and data processing onto a layered architecture
- Building a lead prospecting tool with advanced filtering and analytics
- Maintaining websites and adding new modules with fast search
- Developing a market directory application for the industry's most comprehensive product and service guide



Solution and Approach

To help Arc Network manage and enhance its website portfolio and support individual business needs, Synoptek (formerly Indusa) provided application and data modernization along with web development, enhancement, support, and maintenance services.

APPLICATION AND DATA MODERNIZATION

EINFinder

- Re-architected EINFinder on a modern, layered architecture with distinct Web API, Business Logic, Data Access, and Infrastructure layers
- Moved the application from outdated components to a supported technology stack
- Introduced a more intuitive user interface

Small Group Markets (SGM)

- Developed a new SGM application using a modern layered architecture, including an Angular frontend, Web API, Business Logic, Data Access, and Infrastructure layers
- Built it as a dedicated application for the Small Group Markets segment, separate from the broader Prospector and Group Insurance system



Solution and Approach

Small Group Markets (SGM)

- Upgraded all SSIS packages to SSDT 2012 and 2025
- Replaced legacy third-party tools with modern in-house Script Tasks and updated database connections
- Ran CSV and Data Flow processing in parallel to speed up the data cycle
- Added improved CSV error handling and centralized configuration for email and environment-specific settings

WEBSITE MAINTENANCE, NEW MODULES, AND FAST SEARCH

- Made the website responsive across mobile, tablet, and iOS 5, 6, and 7 through a responsive Drupal 6 theme
- Developed a custom module to track members' daily activity and manage member subscriptions
- Developed a custom module to manage daily updates, analysis, and commentary on the most significant insurance coverage law decisions from courts across the country



Solution and Approach

LEAD PROSPECTING TOOL

Synoptek developed an intuitive, comprehensive online sales prospecting and plan analysis tool that enables agents to find qualified leads and identify opportunities.

The tool consists of:

- **Dashboard:** Summarizes the application, including recommended plans, database overview, watched plans, recently viewed plans, and help center
- **Plan Details:** Gives agents all information on a plan, including plan summary, participants, provider, and financial information
- **Advanced Search:** Offers faceting and advanced filtering on various attributes so agents can search quickly
- **Search Center:** Provides the most recommended searches for each user
- **Exports:** Exports results from Advanced Search or Search Center in pre-defined and custom layouts

The application was integrated with the Apache Solr search server for fast searching.

MARKET DIRECTORY APPLICATION

Synoptek developed a market directory application that lets users create contacts, renew listings, and manage listing plans, including normal and paid listings. Users can create free and enhanced listings, handle CMS pages, analyze payments and activity, and run advanced searches by term, category, or location.



Business Benefits

Synoptek's end-to-end application services help Arc Network gain maximum benefit from its application and website portfolio.

Application Modernization

EINFinder: 30% faster performance, significantly improved security, and a supported, scalable foundation for future features

Small Group Markets: A dedicated, modular application that manages SGM data independently of the Prospector and Group Insurance system

SSIS Packages: Around 35% faster data processing, reduced dependency on unsupported third-party tools, and improved reliability

Lead Prospecting Tool

- Intuitive search to target and prioritize the right leads, powered by Apache Solr
- Plan scorecards and red flags that summarize a plan's value as a prospect
- Export of filtered plans in pre-defined and custom layouts

Website Maintenance, New Modules, and Fast Search

- Quick search, daily activity tracking, and member subscription management
- Website and article reporting, with a separate Elasticsearch tool for analysis

Market Directory Application

- Self-service listing management with fast search
- Admin panel for CMS pages, payment tracking, and newsletter and email configuration

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“The team has stayed remarkably consistent during my time with them. This has enabled them to develop a level of expertise surrounding my business that makes it much easier for them to understand my sometimes very complex requirements.”

– Eric Ryles, VP, Customer Solutions, Judy Diamond Associates, part of Arc Network



About Synoptek

Synoptek is the first IT Managed Experience Provider (MxP™), delivering AI-enabled automation, strategic modernization, and experience-led outcomes. Its services span Cloud and Agile Infrastructure, Business Applications and Platform Development, Customer and Employee Experience, and Cybersecurity. With a business-first approach and a global delivery model, Synoptek helps organizations optimize operations, accelerate transformation, and achieve measurable results—guided by a culture rooted in growth, ownership, inclusiveness, and philanthropy.



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