

RDA applies its extensive experience, focused engineering approach, and deep expertise with the core Microsoft stack to custom-build solutions that address customers' specific business challenges and drive results and revenue.

RDA

RDA Headquarters:
Baltimore, MD

Core Business:

RDA Corporation provides business and technology solutions with an emphasis on BI, collaboration, workflow, data analytics and mining, enterprise application integration, and custom development.

Objective:

To address customers' specific business challenges, leverage existing technology investments, and/or drive new revenue streams with innovative, custom-built solutions based on Microsoft technology.

Key Markets:

Banking & Financial Services;
Healthcare & Pharmaceuticals;
Manufacturing; Transportation,
Distribution, & Logistics

Solution:

RDA applies Microsoft technologies in its business and technology solutions to meet specific customer business needs in the areas of workflow, collaboration, enterprise application integration, data analytics and mining, and BI.

Benefit:

- Strong business knowledge, a focused engineering approach, and a deep technical understanding of Microsoft technologies enable RDA to transform challenges into effective, custom solutions that improve business, leverage existing technology, and drive new revenue opportunities.

Beating the Odds

Custom software development can be an unforgiving venture. Two-thirds of all custom projects fail to fulfill business, budget, or timeline requirements – or a mix of all three.

RDA has beaten those odds consistently and, for the past 21 years, has helped customers successfully apply technology to their business challenges with custom-built solutions that improve their business and drive new revenue opportunities. The solutions apply technologies such as workflow, collaboration, enterprise application integration, data analytics and mining, and business intelligence to the customers' specific business needs.

Tom Cole, RDA's president and CEO, attributes the company's success to a combination of factors, including a focused engineering approach in which "we leverage sound software development processes; a solid knowledge of the technical aspects, use, and capabilities of the leading products and tools; and the discipline of software engineering."

The engineering orientation, adds Tony Pekala, vice president of RDA's technical services, "provides customers with a black and white strategy of how to get from where they are to where they need to go. It sets clear expectations of the critical project details – scope, cost, timeline, and return on the investment."

RDA's people – their skills, depth of experience, and longevity in an industry where change is the only constant – also play a role in its success. RDA's developers have an average of 15 years of technology experience. In fact, many of the company's 130 dedicated employees, including Cole and Pekala, have been with RDA for more than 10 years. "Our

people are service-oriented and have the consultative skills and business knowledge to ask the right questions, understand priorities, and extract the critical business issues and objectives," notes Cole. "And, they have the technical expertise to apply technology to those requirements, translating them into solutions."

Building on Microsoft Technology

RDA's customer profile varies, ranging from small- to large-sized companies located throughout North America – and across the key industries. "Anybody who is data-centric is a good fit for us," Cole states. The customer needs differ as well, and include companies that are facing specific business challenges, companies that want to ensure that their technology investments are leveraged effectively, or companies that are pursuing new revenue opportunities – launching a new product, servicing a new market, or branching into new distribution channels. Cole notes, "We focus first on understanding the business needs, then solving them effectively using the right tools – regardless of which vertical market the customer is in."

A Microsoft Gold Certified partner with 10 separate competencies – including Information Worker Solutions (Enterprise Content Management and Forms, Portals and Collaboration, and Search) and Custom Development Solutions – RDA relies on industry-leading Microsoft products as the core technologies supporting its customized solutions. A large percentage of RDA's customers either plan to or already are invested in Microsoft technology and look to RDA for Microsoft-specific technical expertise and solutions that are tailored to their specific business.

"We've been building mission-critical, Microsoft-based applications since the early '90s. Our value to these customers

lies in our deep technical understanding of the core components of the Microsoft technology stack – and our ability to weave them together to build effective, integrated solutions,” explains Cole.

RDA has built in excess of 100 applications on top of Microsoft Office SharePoint® Server alone – both Internet and intranet solutions that serve anywhere from a half-dozen users to over 100,000. “Microsoft has done a great job of evolving a development platform to build workflow, search, and collaboration solutions together,” notes Cole. He views the addition of the high-end FAST search technology as a natural progression of that evolution within the Enterprise Search from Microsoft product suite. “We see FAST as another way to extend the capabilities of our customers in their enterprise space – while utilizing the tools within the Microsoft platform.”

A four-time Microsoft *Partner of the Year* award recipient, RDA is committed to its relationship with Microsoft. “The awards are a validation that the solutions that we’ve brought to customers have added value, and that our relationship with Microsoft is productive and open,” states Cole. “We’re able to leverage Microsoft products and tools in our solutions. If we need support, it is readily available to us. And, when Microsoft comes to us with complex customer business problems, we solve them.”

Opening Doors

Over the years, RDA’s full focus has been on building custom solutions that are driven by what a customer wants or needs. “Custom software development is a service – it’s difficult to measure and repeat,” explains Cole. “We don’t have products and we don’t resell others’ products. How we differentiate ourselves and drive more business are challenges.”

RDA is addressing that intangibility beginning with a custom solution capability that tackles a business problem that is consistent across most industries: Marketing Performance Management. Originally, RDA built the solution for its own use, and recognizes that many companies across many industries may benefit from the ability to measure – and potentially improve – the value of a lead throughout the sales life cycle.

“We’ve built a dashboard that collects data from the marketing demand-generation systems,” says Cole. “We also capture data from CRM systems, financial systems, and ERP systems. The dashboard correlates that data and tells you which messages work with your customers, what sales process works with those messages, and what results you can expect from the sales process.” The system is based on multiple core Microsoft technologies including SharePoint, SQL Server® Reporting Services, PerformancePoint®, BizTalk®, and other Microsoft tools.

In the meantime, RDA’s “product” is opening doors and giving new customers a firsthand glimpse of RDA’s most important offering: its ability to transform business challenges into results and growth opportunities with custom-built, innovative technology solutions.

About RDA

RDA Corporation provides business and technology solutions with an emphasis on business intelligence, collaboration and workflow, data analytics and mining, enterprise application integration, and custom development. RDA is a Microsoft Gold Certified Partner with 10 competencies including The Information Worker Solutions search specialty, and has been named Microsoft *Partner of the Year* four times. Established in 1988, RDA serves customers across industries and across North America with offices in Atlanta, Baltimore, Charlotte, Philadelphia, Seattle, and Washington, D.C.

About FAST, A Microsoft Subsidiary

FAST, A Microsoft Subsidiary, is the leading global provider of best-in-class enterprise search technologies for the most demanding applications. FAST’s flexible and scalable enterprise search platform (FAST ESP®) empowers people and businesses, allowing them to explore and assimilate vast amounts of data regardless of format. By creating unique user experiences and changing the way people interact with information, FAST technologies can uncover new revenue streams, improve business decisions, and increase productivity.

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