

# Case study – Scholarly Publisher



## Enterprise Architecture

Publishing Platform Implementation  
Massachusetts Medical Society

### Business Objective & Challenge

Massachusetts Medical Society (MMS) was in the early phases of a large scale systems implementation to replace their existing publishing and ecommerce systems as well as multiple peripheral systems in their architecture for the New England Journal of Medicine. Collaborative was engaged to provide architectural oversight and program management over the implementation.

### Collaborative Solution

Collaborative assessed the implementation and recommended a variety of changes to timelines, staffing and SDLC approach to solidify the program. Collaborative lead various aspects of requirements completion, technical release planning and architectural design of key components of the system.

Collaborative established a more industrial strength development infrastructure with the introduction of dedicated test environments, a formal professional QA team and the adoption of a formal release cycle for features in the project to managed test environments. This approach allowed better estimation of project delivery timelines, elicited faster feedback from business and editorial stakeholders and refocused development teams on shorter development cycles, within the multiyear program.

Collaborative also managed various aspects of the MMS relationship with their publishing system vendor, including system design, release and configuration management, and co-development.

### Results

The project resulted in a highly successful production implementation of over 30 new or refactored applications. MMS adopted multiple industry best practices for release, program management, system design and testing based on the approaches implemented during the platform project. Feedback on the new web site has been tremendously positive and Collaborative continues to work with MMS as a trusted partner as they continue to grow their product.