Finance and Insurance Sector

Redesign of Financial Management Software for Pawnshops Addresses Customer Issues and Allows for Company Growth

INDUSTRY

Finance and Insurance Sector

SUMMARY

The pawnshop financial management software provided by Data Age as their primary product was built on outdated technology and was experiencing problems with stability, scalability, and redundancy of processes. A new system built with modern technology addressed these issues and allowed Data Age to retain existing customers and expand their operations.

CLIENT

Data Age has offered financial transaction software for lending, buying/selling, check cashing, and retailers for nearly thirty years. The core of their business is providing comprehensive management software to the pawnshop industry that enables pawnbrokers to capture transactions, comply with applicable regulations, and manage their businesses effectively.

Challenge

For nearly thirty years, Data Age has been providing financial software solutions to businesses. Their primary focus is on software architecture that allows pawnshops to easily manage and track all of their financial details, whether it's at one location or across multiple stores.

Although this software was specifically designed to meet the unique needs of the pawnshop industry, it was built on older technology, and many of their clients were experiencing issues. These included problems with consolidation of transactions across multiple stores, redundant workflows that wasted employee and management time, poor integration with external systems, and other general performance issues.

In addition, the software architecture wasn't easily modified or scalable. This meant it was difficult to integrate product upgrades and new releases, and there were often problems supporting store growth. These problems were creating unhappy existing customers and making it difficult for Data Age to gain new ones. Before they could grow as a company, the issues with their core product needed to be addressed.

Solution

Because the old system, PawnMaster, was built on outdated technology, the AAJ team started from scratch to build updated architecture. Using modern tools like .Net, MVC and SQL 2014, they created PawnMaster Ignite and deployed it over Amazon web services architecture to ensure long-term scalability.

The focus of the redesign was on streamlined workflow and user experience. PawnMaster Ignite features role-based security for stores and users, as well as easy-to-use interfaces for day-to-day operations and upgrades. Because the software is used for much more than just recording transactions, there are also many reporting features so owners and managers have quick and easy access to the data they need to optimize their business. Integration with external systems and peripherals was also addressed.

Results

In beta tests by existing and new customers, the new, easier-to-use interfaces and increased stability have garnered extremely positive reviews. In addition, the redesigned software has increased productivity and eliminated lost time due to redundant processes.

Data Age is now able to expand their current business and increase their revenue by selling their improved financial management software. AAJ is currently involved in a data conversion and migration project with the end goal of moving all existing PawnMaster users to the new PawnMaster Ignite software.

TECHNOLOGIES

- JMicrosoft ASP.NET MVC
- Microsoft SQL Server
- C#/.NET
- SSIS/SSRS
- Entity Framework
- JQuery
- HTML

SERVICES

- Developed Custom Software
- Functional Design
- Deployment support
- Post-Implementation Support
- On-site Support
- Remote Support

BUSINESS OUTCOMES

- Outdated system replaced with a modern one built with new technologies
- Increased productivity by reducing time and resources spent on redundant processes
- Improved overall usability with easy-to-use interfaces and features
- Improved system security
- Alignment with external systems for seamless integration