Refyn'ing Microsoft Windows: Vyne Medical Opens New Markets by Modernizing Legacy Microsoft Windows Applications

Customer Name: Vyne Medical (https://vynemedical.com/)
Partner: Prime TSR (https://primetsr.com/aws)
Territory: SMB - Ramping
Region: US South East
Vertical: Health Care
AWS MRR: $5,000 (foundation phase); projected MRR $30,000
Competitive Win: Yes
Publicly Referenceable (Y/N): Yes
AWS Workloads Associated with Win: AWS Lambda, AWS API Gateway, AWS DynamoDB, AWS DocumentDB

Customer Profile: Vyne Medical provides compliant healthcare information exchange and communication management solutions to 800 of nation's largest hospitals and health systems.

The Opportunity: Vyne Medical built their core applications 15 years ago on Microsoft Windows and SQL Server. The applications' support requirements made Vyne's products suitable for larger health care organizations but difficult for the mid-market to adopt. Software upgrades were infrequent, required major efforts and were risky. Furthermore, Vyne couldn't reach smaller health care providers and the applications' support costs ate into funds that otherwise would be invested in improving the product.

Vyne crafted a vision for their future: *Refyne*, a modern application framework that would respond rapidly to customer needs and serve new customers. But Vyne did not have the internal skill base to execute on their vision as quickly as they needed.

How We Won: Vyne chose Prime TSR and AWS to bring Rfyne to life based on (1) Prime TSR's Microsoft .net modernization track record, (2) "**bias-for-action**" and (3) customer obsession.

The joint Prime / AWS team took ownership of Vyne's goal and -- instead of conducting a lengthy assessment – we led with a highly iterative agile development program that delivers a **minimal viable product (MVP) in just twelve weeks**.

Although Vyne uses Azure for some applications, Prime TSR proposed presumptively using AWS.

The joint AWS/Prime TSR team cemented the win for AWS by laying out a path of **AWS partner fund investments (Windows Modernization** and **Windows Rapid Migration)** matched to future milestones and workloads**.** The customer's commitment to AWS was secured by offering AWS training (Immersion Days, Workshops) to skill-up Vyne's IT staff.

Marcy quote here: x

Members of the team
AWS Rep: Joe Switzer
AWS PSM: Jose Colon
AWS PDM: Dennis Simmons

Prime TSR AE and Solutions Architect: Geremy Reiner (greiner@ptsr.com), Wally Walikainen (Jwalikainen@primetsr.com)