



How Allied Solutions created a cutting-edge sales tool with Tiny

CASE STUDY



"I've worked with a lot of different editors, but TinyMCE was the simplest to implement. The amount of functionality you get right out of the box would be foolhardy to try and recreate. TinyMCE solves lots of problems, and it's been trusted by the industry for longer than anything else that I know of."

“ **Tim Craver,**
Manager of Development, Allied Solutions

The Client

ALLIED SOLUTIONS



INDUSTRY
Financial



LOCATION
USA

WHAT WE PROVIDED

Open source rich text editing tool

- » Beautiful UX
- » Flexible plugins
- » Premium support
- » Commercial licensing
- » Flexible deployment options

ALLIED SOLUTIONS' RESULTS

An innovative and robust insurance platform

- » Intuitive interface makes document creation and management simple
- » Custom TinyMCE plugins add specialized features like personalized contracts
- » Low overhead and easy implementation saves development resources

Allied Solutions empowers over 4,000 financial institutions through proprietary products and services that cover everything from marketing and insurance quotes to lending.

One of their more popular products is iQQ, a web-based platform that streamlines the process for quoting, reporting, and tracking of various insurance products.

The Challenge

CREATING A CUTTING-EDGE SERVICE ANYONE CAN USE

Tim Craver, manager of development at Allied Solutions, knows a stellar user experience translates directly to better sales. That's why his mission is to make sure Allied Solutions' innovative iQQ platform makes creating and tracking insurance quotes a breeze. He needed to enable his clients to spend more time closing sales and less time wrestling with unintuitive software.

Though iQQ has been a trusted service for decades, its most recent incarnation needed a rich text editor that could generate and edit personalized contracts and other documents. But that editor also needed the flexibility to support custom plugins to populate documents with data from customer databases.

Building a solution in-house would be too expensive, so in order to succeed, Allied Solutions needed a lightweight and highly customizable editor—one that could seamlessly integrate into iQQ without devouring development time.

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“This new platform is a rewrite from a version that existed around the mid ‘90s. But things have modernized significantly since then, and iQQ needed to keep that pace, too.”

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The Solution

THE WYSIWYG TEXT EDITOR THAT DOES IT ALL

Though Tim wasn't a part of the initial decision to go with TinyMCE for iQQ's editor, he had extensive experience using it in the past and was excited to be using it again. It was his go-to choice for a rich text editor.

With TinyMCE, Tim and his team didn't have to worry about complicated integration or headache-inducing maintenance. Its intuitive interface made creating contract templates easy, and Allied Solutions' clients could update the language or formatting on their own, freeing up Tim and his team for more productive work.

Thanks to TinyMCE's extensive documentation, Tim was able to create custom plugins, like database integration, to further automate the creation of new contracts.

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“TinyMCE is the one editor that I found was the simplest to implement. It has a large amount of functionality right out of the box, and you can always extend that with plugins. But, most importantly, TinyMCE is so intuitive to use that we don't have to do all the work.”

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The Result

AN INTUITIVE SALES TOOL THAT DOES THE HEAVY LIFTING

Allied Solutions has trusted TinyMCE to do much of iQQ's most crucial tasks for over five years now, and the benefits are obvious.

With TinyMCE, Tim and his team don't have to waste development resources maintaining a complicated, proprietary rich text editor. With contracts and other documents being generated automatically, TinyMCE continues to be an efficient ally that empowers Allied Solutions' clients to focus more on closing sales.

Just as importantly, Tim knows he can continue to trust TinyMCE to continue being a lightweight and adaptable solution to his problems—not a cause for more headaches.

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“I have five developers under me on this platform and the amount of time we spend with TinyMCE to implement or upgrade it is minute. The overhead is so low, development-wise, compared to other tools that it's practically non-existent.”

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**Join the platform that's helping over
1 million developers and thousands
of customers around create truly
great writing experiences.**

TinyMCE is an easy-to-use rich text editor, so you can focus on the content you're creating, not the tool you're using.



CONTACT US AT START@TINY.CLOUD TO GET STARTED