

# Streamlining product design processes

Global connected service experience provider uses Axure to streamline and enhance prototyping.

## Speeding Teams to Productivity



### The Challenge

Syncron offers an innovative service lifecycle management (SLM) platform for high-value durable goods manufacturers and service organizations. The company configures their software as a service (SaaS) interfaces across web, Android, and iOS platforms from their portfolio of SLM products, modules, and API integrations. With its design teams distributed around the globe, Syncron needed a user experience (UX) solution that would make it easy for team members across UX product, sales, and engineering departments to collaborate on projects. The solution needed to track project history in detail and allow the company to show potential customers prototypes that looked and acted like real products—not static images.

Andrew Thomas, a UX Director of Platform at Syncron, had 10 years of experience with Axure before joining Syncron. His previous use of the platform was enough to convince him to [make Axure the primary solution](#) where other products could not meet this team's needs.



### The Solution

By using Axure RP worldwide, Syncron is able to rely on a flexible, versatile platform for UX design. Axure enables product teams from UX designers to non-technical team members to contribute to projects while providing the powerful prototyping features the company isn't getting in other prototyping tools.

Right away, Axure delivered behaviors and interactions that helped Syncron simulate various transitions in its mobile apps. From there, Syncron can publish specific viewports for easy sharing with individual clients. Everyone experiences the true look and feel of the new UX from the first moment of encounter.



### In Andrew's words...

"Beginners and product managers can start using Axure RP after only basic training."



# Using Axure to delight customers

## Team Members Across Departments Unite on One Platform

Syncron has the unique challenge of maintaining many complementary product lines. The company uses Axure to maintain legacy user interfaces (UIs) for some of its longtime customers.



### Keeping legacy UIs fresh

Syncron wants to keep pleasing customers who continue to use older UIs. Seeking to refresh legacy UIs without overburdening its designers, the company has established a library of drag-and-drop components within Axure. Giving an old UI a new look is now as easy as pointing and clicking, according to Michal Dobrowolski, UX Strategic Lead, Service Supply Chain.



### Empowering the sales team

Syncron has many compatible, complementary offerings—but sales reps are faced with the challenge of learning several products. Axure enables the Syncron sales teams to tell better stories and highlight key business use cases.



### Enhancing collaboration

Before Axure, Syncron's designers struggled to communicate with developers and engineers about the functionality they wanted in UIs. With Axure, designers can easily build prototypes that look and act like real products, handling error states and making transitions just as they would in the actual user experience. When designers pass along a project to be built out by developers, they don't have to provide specifications separately because all the necessary information is already built into the prototype. Based on this information, Syncron's quality assurance team can write test scripts much more quickly.



### Tracking user behavior

Syncron uses third-party tools to track user behavior on its UIs so that it can make improvements to the UX. The company found that Axure was the only UX solution that would integrate with these tools without the need for configuration.

**We had a question about licensing and sent an email to Axure. Within 15 minutes, we got a response, and our issue was soon resolved.**

**We've never had a bad customer service interaction with Axure.**

**Michal Dobrowolski,**  
UX Strategic Lead  
Syncron Service Supply Chain

