APPLICATIONS AND DATA MODERNIZATION CASE STUDY

Building a scalable, intelligent business platform through application and data modernization

For a midmarket EdTech company

INDUSTRY	COMPANY SIZE	SERVICE / SOLUTION	ENGAGEMENT MODEL
EdTech	Midmarket	Applications & SaaS Modernization & Optimization	Assessment & Consulting



Challenge

A national leader in online training and certification with over 11 million users faced mounting pressure from outdated applications, fragmented data environments, and rigid business processes. As the company expanded, the lack of real-time access to reliable data hindered operational agility, complicated fulfillment workflows, and limited visibility into product performance. To scale effectively and meet rising customer expectations, the company needed a unified digital architecture and modernized application ecosystem.

With Silver Tree's help, the company was able to expand its offerings, optimize performance, and prepare for future AI-driven innovation.

OUTCOMES

Unified platform

Created to streamline workflows, enhance client satisfaction, and accelerate innovation across products and services

NetSuite and PIMCORE

Modernized financial and product systems, improving agility, visibility, and operational efficiency

Data fabric

A scalable data fabric and governance model, enabling real-time analytics and data-driven decision-making

Why Silver Tree

Silver Tree was chosen for its deep expertise in modernizing midmarket businesses and its structured, business-led Silver Catalyst approach. The client valued Silver Tree's ability to align technology strategy with business priorities, offer practical roadmaps for transformation, and bring the right mix of technical depth and strategic insight needed to enable long-term scalability, operational agility, and data-driven decision-making.

> **"Silver Tree's methodology helped transform our data and application platforms into strategic assets, unlocking better decision-making, improving internal workflows, and paving the way for predictive analytics and future AI-driven solutions."**

Actions taken

Silver Tree led a comprehensive application and data modernization initiative. The engagement began with an in-depth assessment of the client's application environment, spanning finance, eCommerce, contract management, fulfillment, and inventory, and its broader data architecture. Key deliverables included:

- A future-state application and data architecture roadmap
- Workflow improvement recommendations to streamline operations
- A governance framework anchored in a flexible, fabric-based data strategy

The team also identified and executed key technology upgrades, including the successful implementation of NetSuite to modernize financial operations, along with the deployment of PIMCORE to support centralized product lifecycle management (PLM) across a complex portfolio of offerings.

YOUR NEXT STEP

See how Silver Tree can do the same for you

Book a complimentary 30-minute Advisory Session with a Silver Tree leader. We will look at the challenges you are facing and show how we can deliver results like these for your organization.

Book an Advisory Session

info@silvertreeservices.com

About Silver Tree

Founded in 2014 by Richard Ricks, Silver Tree Consulting & Services is an IT solutions and services integrator. We help midmarket companies unravel complex technology challenges, improve operational effectiveness, and unlock growth potential.

Our six practices, AI, data and intelligent operations, IT operations, security operations, business applications, and governance and management, are delivered through three service models: workforce solutions, solution consulting, and managed services.

©2026 Silver Tree Consulting & Services. Confidential and proprietary. All rights reserved.