uniform



CASE STUDY

Tivity Health: Cloud migration with a composable DXP

QUICK STATS

- → Millions in annual cost savings
- → 12x faster site speed
- → 1/8th implementation costs
- → Site updates in minutes

tivity HEALTH

INDUSTRY:
Healthcare

HEADQUARTERS:
Franklin, TN.

COMPANY SIZE:
<500

CHALLENGES

- Migration of website from data centers to the cloud
- Transferring millions of users and 600+ endpoints
- Composability as a new concept to stakeholders
- Need for advanced marketing tools
- Exorbitant infrastructure and licensing fees costs
- Substantial vendor implementation costs
- Complete healthcare and infosec compliance
- Zero disruption to user experience or revenue

BENEFITS

- Significant cost reductions through competitively-priced partners and technologies
- 12x site speed with backend adaptability
- Seamless technological transitions without disruption to revenue streams
- Marketers empowered to generate new revenue in shorter time frames
- The means to launch new products faster than ever
- Freedom to choose the best-fit technology to reach business goals

Tivity Health, a fitness and wellness brand renowned for its successful outcomes and caring approach, sought to modernize the infrastructure behind its SilverSneakers® brand, the nation's leading community fitness program designed specifically for seniors.

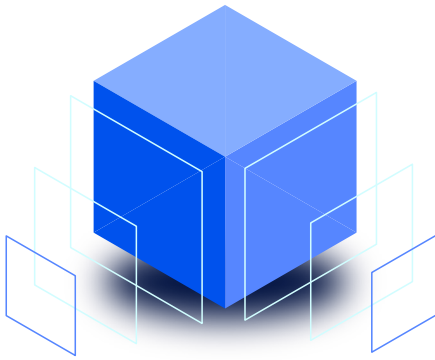
In coordination with Uniform and their development partner, BaseMonkeys, they would undertake a comprehensive transformation to modernize the backend infrastructure, transitioning from a data center to a fully cloud-native platform while maintaining seamless functionality for customer end-users.

The transformation transcended technology; Tivity Health would realize immediate financial and technological benefits while recognizing great potential in systemic composability, opening its future to a DXP-led architecture that would increase its technological advantage by years.

"By removing IT from the content deployment workflow, our marketing team pushes changes live in minutes, not weeks, which frees our developers to focus on building new capabilities on the platform. The business is moving faster because we replaced our bottlenecks with autonomy. Our teams are collectively more customer-centric, revenue-oriented, and all moving in the same direction."

- Beth Cooper,
Chief Technology Officer, Tivity Health





Challenges

The objective was both extensive and elaborate: migrate an internally run website to be completely cloud-native, transferring millions users and hundreds of endpoints, introduce a modernized ecosystem, build a composable architecture on the net-new technology inside it, and navigate the highly regulated healthcare industry.

Holistically, the goal would be a future-proofed, scalable infrastructure of composable technology that would deepen the competitive advantage, be more customer- and user-centric, and support business processes that drive further profitability.

Adoption of a composable architecture:
Composability was a new concept to Tivity's stakeholders. A green light would require significant validation through multiple proofs-of-concept that demonstrate the accelerated cloud-native migration and advanced tooling.

> **"The power of Uniform would need to be seen to be believed."**
> **– David Giambruno,** *Vice President of Engineering and DevOps, Tivity Health*

The cost of transformation:
Tivity Health's current backend infrastructure and associated licensing fees absorbed a significant share of the existing budget. Vendor implementation costs were also substantial, potentially impacting the project's shape and trajectory.

Complexity at scale:
The development team would need to integrate or rewrite more than 600 endpoints to accommodate as many APIs—a risky task requiring multiple proofs of concept. The Uniform composable DXP would be necessary to successfully unite the front end and the API layer, demonstrating backward compatibility with no disruption.

Comprehensive compliance:
Uniform would need to work closely with the development team to support Tivity's initiative in a manner that satisfied all compliance, regulatory, and contractual policies and addressed extensive compatibility requirements to ensure no disruption to downstream dependencies.

Solution

The project relied heavily on the combined team's expertise in technology adoption and risk. Tivity Health's chosen development vendor, the Basemonkeys, would handle the tactical implementation supported by Uniform, with direction from Tivity Health's in-house strategic experts.

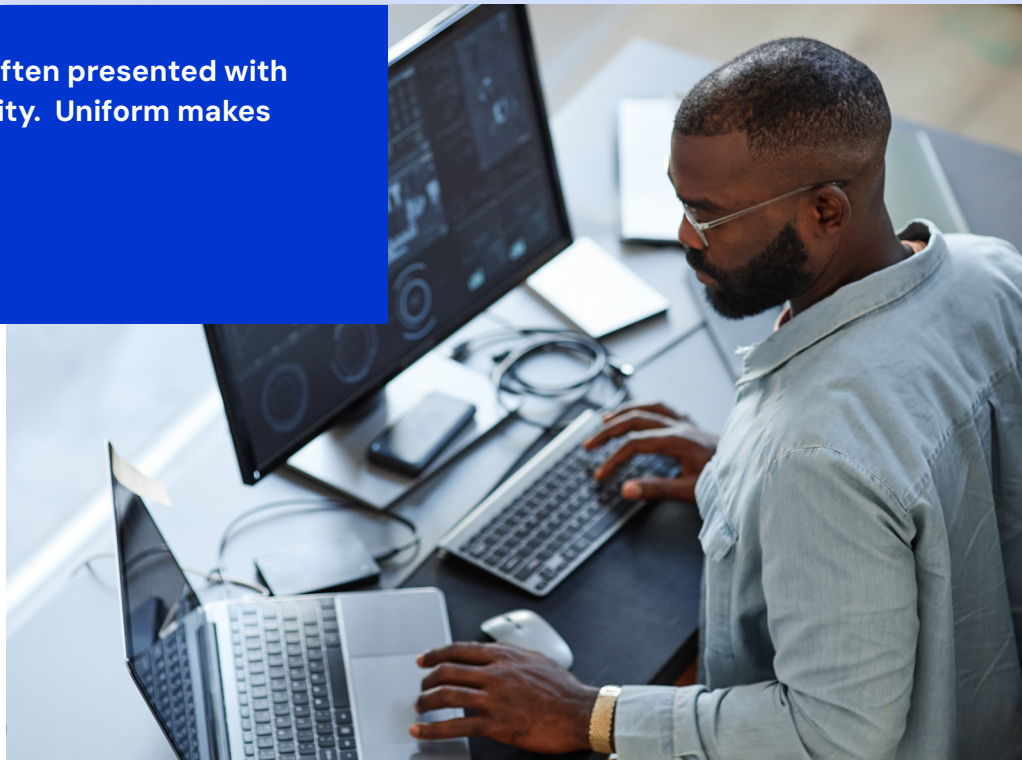
Beyond transitioning to the Uniform composable DXP and the cloud, developing an overall composable ecosystem was necessary. One that encouraged and facilitated the unification of partners, technology, and business objectives. An approach that would reduce risks while increasing operational efficiency and lower costs while producing the best customer experience possible.

Tivity Health leaders would seek multiple POCs as evidence of end-to-end viability. Executing each would be measurably faster with Uniform as the orchestration and presentation layer, a demonstration that strengthened the argument for a composable architecture as the preferred business solution.

The migration, including the implementation of Uniform, would need to meet stringent technical requirements within a tight timeline, including infosec compliance and composable architectural demands.

"As a development team, we are often presented with new and unique forms of complexity. Uniform makes our jobs infinitely easier."

- Max Slabyak,
Chief Technology Officer BaseMonkeys



Results

With Uniform in place, the BaseMonkeys executed
a simplified, seamless migration to the cloud that included:

- Millions of users
- 500 reconnected endpoints; 124 rewritten endpoints
- No interruption to a system or website supporting 2k transactions/second

Cost reduction:
Replacing the infrastructure and associated licensing led to significant cost savings annually.

Partner/services savings:
Final implementation and operation costs were 1/8th the price of the next lowest vendor.

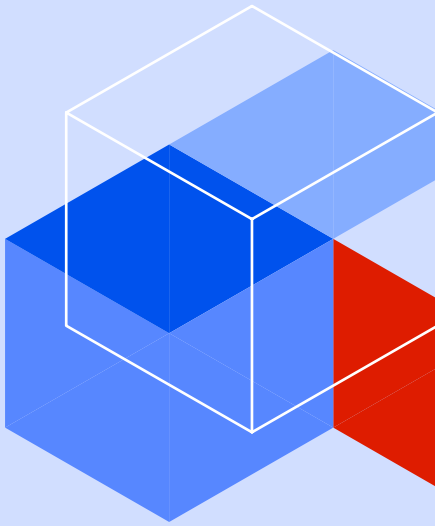
Improved customer experience:
The new platform now operates 12x faster than its predecessor, enhancing its reliability and scalability.

ROI:
Tivity Health would see a return on the new composable system and cloud migration in less than a year.

Time to market:
Website changes that took ~45 days to deliver are now completed in hours. The first test came on launch day as the Basemonkeys quickly and efficiently addressed unforeseen challenges through Uniform.

Zero-defect launch:
The migration was completed without business-impacting defects, a significant achievement considering the transformations' complex and high-risk nature.

Reliable risk management:
Highly detailed preparation, preemptive compliance with policies and requirements, and immediate issue resolution during testing and rollouts showcased the new system's agility, flexibility, and safety, bolstering stakeholder confidence.



In Summary:

Tivity's story showcases a highly successful IT transformation project that combined composability, a user-centric technology ecosystem, and expertise-driven transformation to deliver significant gains in speed, scalability, and cost efficiency.

Uniform and BaseMonkeys turned Tivity Health's vision into reality, delivering a future-proof, modern, and efficient go-to-market ecosystem for delivering unparalleled digital experiences moving forward. The current architecture lengthens their competitive edge by years and supports unlimited seamless, low-code technology upgrades.

Tivity's dedication to experienced partners and a composable future is a model for businesses aiming to future-proof their technology infrastructure while minimizing risks and maximizing outcomes.



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ABOUT UNIFORM

Uniform is the next evolution of composable digital experience platforms, uniting native AI, personalization and localization, content management, and A/B testing inside an intuitive, marketer-first platform that transforms how digital teams deliver experiences that drive revenue.

Your creators will design targeted omnichannel experiences visually, blending reusable components with editable external content and data to deliver scalable, personalized experiences. Uniform's no-code approach gives marketers publication and optimization autonomy, freeing your development resources to focus on innovation.

Uniform is multi-source, technology-agnostic, and MACH-aligned, enabling your architects to pursue only best-fit solutions and seamlessly replace systems without rewriting frontend code or disrupting the customer experience. Future-proof technology investments for years to come.

Truly composable and competitively priced, Uniform unleashes your brand's potential by offering the freedom and simplicity to streamline digital production reclaim productivity, and own the competitive edge in every market.

Experience what you can deliver with Uniform today!

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