

# Large Health Services Organization Delivers Phased Go-Live Through Agile Implementation and Enablement



**Solution live in 6 months with incremental releases starting in week 3**



**First production payouts processed within 90 days**



**Zero disruption to ongoing commission cycles during rollout**

## SITUATION

A large health services organization set out to modernize its sales performance environment, replacing fragmented processes with a unified, governed platform. Given the size and regulatory sensitivity of the organization, leadership prioritized accuracy, auditability, and continuity of operations over a “big bang” deployment.

From the outset, the organization viewed implementation not as a one-time project, but as the foundation for long-term ownership and operational maturity.

## CHALLENGE

The complexity of existing plans, data dependencies, and validation requirements made a traditional waterfall implementation risky. Leadership needed early value without waiting months for a full release, while operational teams required confidence that changes would not disrupt production cycles.

There was also a strong emphasis on enablement: internal teams needed to understand not just how the platform worked, but how to operate and evolve it independently over time.

## SOLUTION

Optimize partnered with the organization using an agile, incremental implementation model. Rather than waiting for a complete build, core components were released into controlled production environments starting in the third week, allowing teams to validate logic, data, and workflows progressively.

Implementation focused equally on configuration and enablement. Optimize worked closely with internal teams through structured working sessions, hands-on training, and operational walkthroughs, ensuring knowledge transfer alongside delivery. Regular checkpoints allowed scope and priorities to be adjusted without delaying progress.

## OUTCOMES

The organization successfully went live within six months, with production usage established well before the final rollout. Early releases built confidence, reduced risk, and allowed internal teams to take ownership quickly. By the time full deployment was complete, day-to-day operations were already running smoothly, supported by a clear operating model and an ongoing enablement partnership.

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