

Case Study · Product Transformation

Many systems. One shared future.

A new generation of PMS begins.

EVEX Group brings together established software companies with deep expertise in optical and hearing care. Rather than merely extending its existing solutions, the group is taking the more ambitious path: a shared, cloud-native generation of practice management systems (PMS) with a credible future for existing clients.

01

Strong foundation

Established PMS solutions, long-standing client relationships and deep industry expertise create a strong foundation for the next product generation.

02

Turning point

Different product models and technology platforms need a shared future without losing their domain-specific strengths.

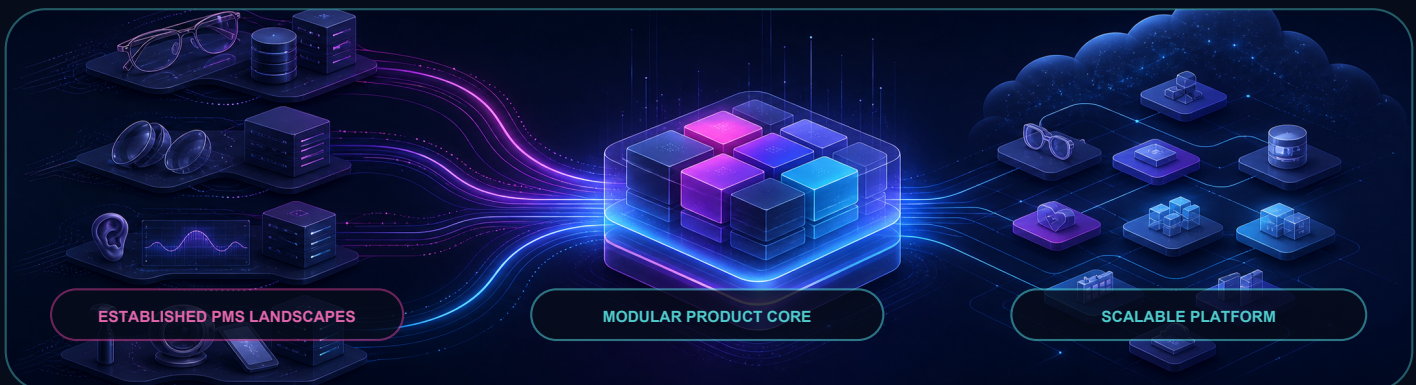
03

Ambition

A modular, cloud-native and touch-first PMS that connects core processes and can be introduced gradually alongside existing solutions.

The vision: preserve domain knowledge, reframe complexity.

The new platform should not simply copy existing systems. It must establish shared core processes while leaving room for different operating models, devices and integrations.



Client testimonial



OLIVER FEIGE

Group CTO, EVEX Group

"With Turing 42, we quickly turned a highly complex initiative into robust product slices. Their clear focus on what matters most significantly shortened our time to market."

ABOUT EVEX GROUP

Software for experts

EVEX Group brings together leading software providers for opticians, hearing care professionals and therapists. Established vertical brands combine deep domain expertise and entrepreneurial independence with a shared strategy for innovation, growth and integration.

EVEX-GROUP.COM

The challenge

Greenfield under real-world conditions.

The decision to build from scratch marks the start of the most demanding stage: from day one, the new product must reflect the reality of established clients, highly specialized workflows and a heterogeneous system landscape.

01 Two client segments

Independent practices expect simple end-to-end workflows. Multi-site organizations need additional modules, roles, integrations and controls.

02 Domain depth

Appointments, consultation, configuration, orders, billing and aftercare are tightly connected. Errors directly affect client experience and operations.

03 Hardware & ecosystem

Diagnostic devices, labs, payers and partner systems make the platform an integration product - not just a web application.

04 Phased migration

New and existing solutions must operate in parallel for a period of time. Rollout and migration are therefore part of the product strategy.

Why Turing 42?

For this first stage, EVEX Group relies on a partner experienced in greenfield product development, capable of turning architecture decisions into working software and delivering with focus under high expectations.

- Trusted collaboration and short decision paths
- Hand-picked senior engineers and product specialists with more than ten years of experience each
- Architecture and Go expertise for complex platforms
- Product, UX and engineering in one delivery model
- Pragmatic focus on what creates impact at each stage

Turning a major challenge into a manageable path.

EVEX Group retains overall responsibility and defines the product vision. Turing 42 complements the team with experienced senior specialists who translate complexity into clear decisions, robust product slices and an executable delivery path.

01

Decompose complexity

Expose core assumptions and dependencies.

02

Select a product slice

Define the smallest robust end-to-end value.

03

Deliver together

Connect product, UX and engineering closely.

04

Validate early

Turn stakeholder and client feedback into the next step.

The proof point · From risk to a robust product

The first proof point matters.

For the platform to grow, EVEX Group must prove that the vision can become a working product. Rather than building the entire PMS at once, the team focuses on the risks that need answers first.

01

Build a foundation that can carry the product

Can the product idea, platform and delivery model work as one?

APPROACH

A focused product-engineering cell clarifies requirements, key UX flows, architecture and technical foundations. Backend, frontend and product are treated as one connected system from the outset.

IMPACT

Abstract requirements become an executable architecture with prioritized product slices and a shared development process.

02

Make feasibility visible

Can the new approach quickly become usable core workflows?

APPROACH

Appointment booking and eyewear configuration are implemented as visible end-to-end slices. This allows UX, product logic and technical feasibility to be demonstrated and assessed together.

IMPACT

The first robust demonstration succeeds ahead of plan. It builds confidence, generates concrete learnings and opens the way to the next stage.

03

Turn the proof into a product program

How does a proof of feasibility become a platform ready for rollout?

IN PREPARATION

APPROACH

The organization moves from separate frontend and backend streams to hand-picked module teams. In parallel, billing, lens configuration, hardware integrations and coexistence with legacy solutions move into focus.

IMPACT

The platform is being expanded along domain modules. Migration strategy and validation with selected clients are becoming part of delivery planning.



AI FIRST FROM DAY ONE

From product slice to platform

Structured requirements, UX, engineering and review shorten the path to the next robust decision.

Turning the vision into a product ready to deliver.

The early proof of feasibility changes the challenge: individual product slices must become a modular, extensible platform. AI first remains both a delivery principle and the target state for supporting future users.

AI in development

A structured flow of information shortens the path from requirement to a verifiable product slice.

- Structured artifacts from product requirements and UX through to UI components
- AI support across analysis, implementation and review
- Earlier validation before teams and scope are scaled
- A shared code and knowledge context for delivery

AI in the product · target state

AI should be used only where it creates a tangible improvement in revenue, quality or efficiency.

- L1 Invisible**
Defaults and plausibility checks
- L2 Assistive**
User-controlled support
- L3 Proactive**
Guidance at the right moment

What changed along the way.

The most important outcomes are not just technical assets, but reduced risk and a robust perspective for product, organization and clients.

01

The first proof point stands

Core product slices were delivered ahead of plan and could be demonstrated early.

02

Core workflows made tangible

Appointment booking and eyewear configuration made the new product experience tangible and testable.

03

Platform prepared to expand

Modularization, hardware integrations and migration questions became part of product development.

04

Delivery built to scale

Experienced specialists were organized around domain modules and suitable team topologies.

The journey to market begins

The next milestones are adoption by selected early clients and presentation of the solution to the wider industry.

Reduce complexity.
Accelerate time to market.
Build products that last.