COMMERCIAL REAL ESTATE

ValueLabs

Intelligent real estate software development for a cloud-based future.

Talk to us

Geo location	Platform	Engagement	Service
Global	**Web, Mobile**	**13 Years**	**Modernization, Quality Engineering, Software Development, Cloud, IES, User Experience**

Challenges

Initially, the client approached us to provide quality engineering services. However, as our partnership developed, several new challenges arose. Seeking to restructure their flagship product as a subscription-based SaaS cloud solution, our client needed cost-effective expertise to scale the operation and create an effective engagement model. They also required 24/7 global product support and needed a cloud migration strategy to update their legacy desktop applications.

Transition to SaaS business model.	Migrate to a cloud-based product.	Compete on customer experience.	Reliance on legacy desktop applications.

• The new SaaS business model required improved QA processes.

• Previous on-premises product was difficult to manage and upgrade.

• Customer experience was an increasingly challenging battleground in the industry.

• The client's product delivery relied on outdated legacy applications.

Our Solution

Our partnership began in 2009 when the client engaged two ValueLabs QA engineers to ensure the quality of new releases for their on-premises products. The client soon began to involve us in its real estate software development efforts too. The real estate giant was also looking to rebuild its flagship product as a subscription-based SaaS cloud solution. They concluded that ValueLabs offered the best mix of scalability, expertise, cost-effectiveness, and engagement. The first SaaS applications launched on time in 2019.

• Began providing quality engineering services in 2009.
• Grew the offshore team to include 40 developers and quality analysts.
• Chosen as a partner to facilitate the client's business model transition.
• Successfully launched seven cloud products to schedule.
• We now act as our client's extended UX, development, and quality engineering team.

Solution Impact

Implemented a SaaS-based model	90%	30%
By eliminating format issues	Reduction in operational costs	Faster delivery
	For enhanced website performance	By automating processes to save time

Services Involved

Software Development	Cloud	Modernization	Quality Engineering	IES	User Experience

Explore our services

Software Development

Implementing and scaling offshore real estate software development

We offered the client real estate software solutions that would provide an offshore development center with all the capabilities of an onshore one. This was a holistic response to their need for cloud solutions as they rebuilt their core on-premises product for SaaS delivery in the cloud. We achieved this using scrum teams, an agile scrum methodology, and a 'follow the sun' customer support model.

We removed geographical limitations by creating scrum teams for all products in at least two locations. We attached one scrum team to simple products and up to four to complex products. Having established the teams, we implemented an agile scrum methodology, with sprints lasting two to three weeks. Every team contained development, QA, business analysis, and automation expertise.

The offshore development center contributed to increased development speed and facilitated the on-schedule release of seven key products. At the same time, it reduced operating costs by 90%.

Modernization

Software application modernization for a brighter future

To re-architect our client's flagship product for the cloud, we converted their legacy desktop applications into slick, modern web applications. The client was keen to take advantage of the latest technologies and best practices to provide a smooth and enjoyable user experience to their commercial real estate customers. To achieve this, we introduced a cloud migration strategy that employed a micro-frontend and microservices approach.

Our approach involved completely re-designing the client's back-end and front-end architecture. To do so, we implemented all new functionalities as web applications on the cloud using micro-frontends and microservices. We simplified the new SaaS architecture by grouping several platform APIs under multiple microservices.

Our solution led to a slick, modern user experience with simplified architecture and controls. It enabled faster delivery using microservices and micro frontends, a 30% reduction in overall software development times, and faster time to market.

Cloud

Transforming our client's cloud applications development for a critical business transition

To build the cloud solutions, we developed a comprehensive cloud migration strategy. We began by moving the underlying databases onto the AWS cloud, using Salesforce to manage identity and access in a multi-tenant architecture. We redeveloped the service layer as microservices and built a portfolio of front-end applications to replicate the different modules available with the on-premises version. Finally, we created a subscription model for cloud solutions.

A migration to the cloud – and a continuously updated SaaS model with any time, anywhere access – was a clear solution to the client's challenges. Getting there required us to facilitate a swift ramp-up in development and testing capacity, introduce a slew of new cloud skills and technologies, and implement an organizational model allowing teams worldwide to collaborate on the cloud application development effort.

Quality Engineering

Guaranteeing quality every step of the way

We implemented testing automation to maximize code coverage while allowing faster delivery of new functionality. Today, all of our scrum teams have a QA automation engineer working alongside manual testers to automate up to 85% of test cases. We developed automated test suites for unit testing, smoke testing, regression testing, and end-to-end flows. Our client takes care of scalability and performance testing.

We began by offering testing services to the client in 2009. When they decided to shift to a cloud-based product, we were required to scale our quality engineering capacity quickly. To do so, we introduced QA specialists into every scrum team and began implementing widespread automation in the testing processes. The company now relies on us to provide ongoing quality engineering services for its portfolio of cloud applications as well as its legacy on-premises software.

IES

Enabling IES global support via a 'follow the sun' model

Our client needs to offer 24/7 cloud platform support as a global SaaS provider. Time zones are a perennial challenge for local support teams, so we worked to provide worldwide 24×7/365 Level 1 support from Hyderabad, with our Infrastructure Engineering Services (IES), teams working in shifts on a 'follow the sun' model.

We wanted to ensure we were able to monitor, detect, and fix any issues that arose with the software. This meant implementing the 'follow the sun' model. The approach ensured that we always had an IES team available and ready to detect and resolve issues throughout the client's team's work day. In the majority of cases, it also enabled us to resolve problems before they became apparent to customers.

User Experience

Creating a modern customer experience with the latest UX techniques

To deliver a modern customer experience, our Hyderabad team extends beyond developers, analysts, and quality engineering professionals to include skilled UI/UX designers and interaction designers. Our team members worked with the client's designers to guarantee a consistent and intuitive user experience, employing the latest UX thinking and best practices.

Before starting on the front-end web applications, we sought feedback from existing customers on design changes they would like to see in the SaaS product. We then took a lean startup approach to the reimagined UX – iterating in short sprints. At the end of the process, we sought end-user feedback with each iteration to ensure future adoption.

Our solution resulted in a modern look and feel and a consistent user experience across all customer-facing applications, regardless of which scrum team has developed the functionality. Development times have also been slashed by 70%, as controls do not need to be built from scratch.

Business Impact

We facilitated the client's transition to a modern SaaS business model and helped them build a robust, agile, cloud-based flagship product. Our solution ensures the client delivers greater value to its customers and can compete based on a world-class digital experience. We achieved this while reducing the client's operational costs by 90%.

30%	**70%**	**1,000th customer milestone**
Reduction in development time	Reduction in product development time	Achieved for the new cloud-based version of its core product.

Talk to us

Implementing and scaling offshore real estate software development solutions

Talk to us

Challenges

The client wanted to build a self-sufficient offshore development center that mimicked the development capabilities of their Onshore ones. They needed software development services that could streamline delivery releases of their seven products on schedule.

Working alongside global teams	Diverse development skill set dependency	End-to-End solutions required	Developing to tight deadlines

- The client's teams were located around the world, necessitating close collaboration across time zones.
- Project success depended on team members with a wide range of skills and abilities working together effectively.
- The offshore development center needed to be self-sufficient and capable of end-to-end development.
- The client's desired release schedule meant seven products needed to be developed in a relatively short time frame.

Our Solution

We offered the global software company custom software development services that would provide an offshore development center with all the capabilities of an onshore one. It was a holistic response to their need for cloud solutions as they rebuilt their core on-premises product for SaaS delivery in the cloud. We achieved this using scrum teams, an agile scrum methodology, and a 'Follow the Sun' customer support model.

Solution Impact

| Freed client DevOps teams	Rapid end-to-end software product development	Scheduled product release
By eliminating format issues	For enhanced website performance	By automating processes to save time

Our Approach

We removed geographical limitations by creating scrum teams for all products in at least two locations. We attached one scrum team to simple products and up to four to complex products. Having established the teams, we implemented an agile scrum methodology, with sprints lasting two to three weeks. Every unit contained development, QA, business analysis, and automation expertise.

Create scrum teams → Assign teams as per product complexity → Implement agile scrum methodology → Applied 'follow the sun' model
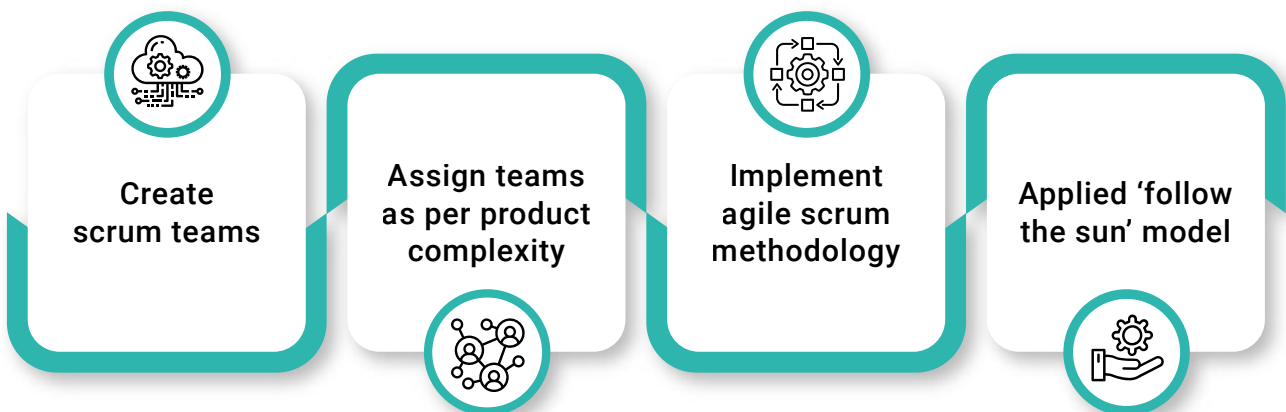
Using agile scrum teams to develop products without geographical limitations

To break down the barriers of geographical limitations and optimize end-to-end product development and delivery, we created offshore scrum teams for each of the seven products the client was due to launch in at least two locations.

The offshore development center also delivered the quality engineering function for the client's flagship SaaS and other products. Teams at our Hyderabad location acted as an extension of the client's core team, allowing for the smooth replication of the company's onshore development centers.

Thanks to a shared team structure, the offshore teams could work seamlessly with the client's team structure, irrespective of their geographic locations. We made this possible using the latest collaborative tools and remote working technologies.

Fixed-size scrum teams to manage costs and maximize efficiency

Our custom software development solution included building a scalable offshore team to reduce operational costs. We created dynamic scrum teams with a skillset that reflected the unique needs of each product's development and delivery. After consultation with our client, we agreed upon fixed-sized teams that echoed their existing team structures.

To reflect the client's cloud migration strategy and the need to launch each project to schedule, each scrum team included one dev lead with four developers, a quality engineering lead with three engineers, one business analyst, and one QE automation engineer. This ensured the offshore development center could replicate the work performed by our client's onshore centers.

We assigned one scrum team to simple products and up to four to more complex products. For more extensive products, a scrum of scrums connected the scrum masters, ensuring complex tasks were completed cohesively. Our custom software design, hence, kept the spending under control while still meeting deadlines.

Comprehensive 24/7 global year-round product support

Our client was keen to address the issue of gaps in production support for the Asian Time Zone when European or US locations were unavailable. The offshore development center teams were able to bridge this gap, providing wraparound product support with the 'Follow the Sun' method.

With this offshore structure in place, we were able to provide our client with first-line support for the new cloud version of their core product, serving both internal users and external customers.

We employed the latest tools for an agile software development methodology including automated monitoring and alerting, enabling us to detect and fix issues often before the user became aware of them. For internal users of the platform, we used tools like PagerDuty and Microsoft Teams to collaborate with local teams over environmental issues.

Business Impact

We successfully built and scaled an Offshore Development Center that matched the client's onshore development capabilities. This custom software development solution. Our contributed to an increase in operational speed and facilitated the on-schedule release of seven key products.

Offshore delivery	**90%**	**24/7**
Built and scaled to support cloud migration and SaaS model	reduction in operating costs	'Follow the Sun' production support model

Talk to us

Modernizing legacy applications for better delivery and improved user experience.

Talk to us

Challenges

Our client is a leading global provider of software applications for the commercial real estate sector. They wanted to employ legacy modernization services to switch from on-premises solutions to a cloud-based product and improve the end customer experience. Here, they wanted to convert their monolithic desktop applications to modern cloud solutions and web applications.

Reliance on outdated legacy apps	Factoring technological dependencies	Switching to a SaaS model	Desired shorter time to market

- The client's existing legacy applications prevented them from transitioning to a new SaaS business model.
- The client was keen to take advantage of the latest technologies and best practices to ensure an outstanding user experience.
- The development of a new SaaS-based business model was essential to the client's continued commercial success.
- The client wanted to reduce development time for more efficient delivery.

Our Solution

To achieve legacy system modernization for our client's flagship product for the cloud, we re-architect their desktop applications into slick, modern web applications. The client was keen to take advantage of the latest technologies and best practices to provide a smooth and enjoyable user experience to their commercial real estate customers. To achieve this, we implemented a micro-frontend and microservices approach.

Solution Impact

Legacy modernization
Converted client's legacy desktop applications into slick, modern web applications.

Seamless transition
Facilitated the transition to a quick-development, SaaS-based architecture.

Consistent look & feel
Created a consistent look, feel, and user experience across all front-end applications.

Our Approach

Our singular legacy app modernization approach involved completely re-designing the client's back and front-end architecture. To do so, we implemented all new functionalities as web applications on the cloud using micro-frontends and microservices. We also worked to simplify the new SaaS architecture by grouping a large number of platform APIs under multiple microservices.

Redesign architecture

Implement suitable functionalities

Use micro-frontend & microservices

Group Platform API
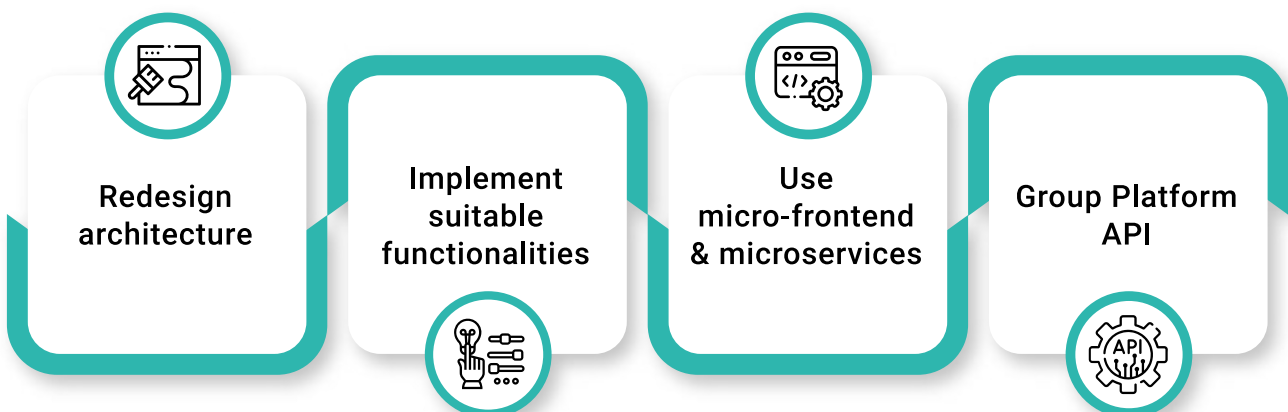
Re-designing back-end architecture

The project brief required us to give significant thought to how the back-end services, the business logic, and the front-end user interface were architected. For back-end services, we built a platform in the AWS cloud and rewrote the existing service layer as microservices for that platform.

APIs connect to core business functionality and standard services like user authentication and access control, and the platform can onboard multiple line-of-business web applications.

Grouping these APIs under multiple microservices enabled us to streamline and simplify the back-end architecture. This approach to legacy modernization resulted in a 30% reduction in development time and the creation of significantly more efficient workflows.

Adopting a micro-frontend approach

We took a micro-frontend approach for the web applications, creating a single host for all of the individual line-of-business applications. We then rebuilt each one as multiple micro-frontends rather than single monoliths. The micro-frontend approach supports the subscription-based SaaS model by optimizing application availability on the host.

Combined with the changes to the back-end architecture, these changes enabled our client to deliver powerful real estate digital solutions to their customers far more quickly and efficiently than ever before. This facet of our legacy software modernization module guaranteed brand consistency across all channels, enabling the client to grow their brand awareness and cement their reputation as an industry leader.

Delivering a consistent UE through changes to UI

As with all SaaS businesses, delivering a stable user experience across all products was critical to our client's success. We implemented a library of reusable UI controls and components to guarantee consistency. Our effort enables developers to maintain a consistent look, feel, and user experience across all front-end applications. At the same time, we also streamlined software product development.

These efficiencies are complemented by the way we have convened dedicated scrum teams for each micro-frontend and microservice. Our specialist development teams empowered us to deliver functionality at a significantly improved speed and contributed to the 30% reduction in overall development time.

Business Impact

We successfully replaced the client's outdated legacy desktop applications with modern Cloud web applications. This was essential in transitioning their on-premises product to a cloud solution. The cloud application modernization reduced development time, streamlined and simplified the client's digital architecture, and guaranteed a consistent user experience across all products.

Modern user experience	Faster new functionality delivery	30%
Created with simplified architecture and controls	Enabled using microservices and micro-frontends.	Reduction in overall software development times

Talk to us

Transforming client's flagship product with enterprise cloud solutions to deliver better user experience.

Talk to us

Challenges

The client wanted to migrate their on-premises software to the cloud and relaunch its flagship product as a cloud implementation. It would enable them to pivot from a software license model to a subscription-based SaaS model. Their aim was to create a win-win situation both for the company and for its customers.

Restricted access	Dedicated hardware	Difficult to upgrade	Product variation redundancy

- The client wanted to provide cloud solutions for their customers rather than on-premises solutions
- On-premises solutions had limitations with respect to accessing the data from anywhere
- On-premises solutions had complexity in deployment and maintenance of the on-premises systems by the client's customers
- The client faced trouble maintaining multiple versions of the product as some end clients would not want to upgrade as frequently as others.

Our Solution

To build the cloud IT solutions, we developed a comprehensive cloud migration strategy. We began by moving the underlying databases onto the AWS cloud. We redeveloped the service layer as microservices and built a portfolio of front-end applications to replicate the different modules available with the on-premises version. Finally, we created a subscription model for cloud services.

Solution Impact

Created a flagship product
Enabled with anytime, anywhere access, delivering greater value to customers.

Implemented a subscription model
For the cloud transformation services that enabled the client to transition from a licensing model.

Reduced ownership cost
For the end customers, making the product a more attractive proposition.

Our Approach

A migration to the cloud – and a continuously updated SaaS model with anytime, anywhere access – was a straightforward solution to the client's challenges. Getting there required us to facilitate a swift ramp-up in development and testing capacity, introduce a slew of new cloud skills and technologies, and implement an organizational model allowing teams worldwide to collaborate on the development effort.

Boost development **Increase testing** **Introduce new technologies** **Implement organizational model**
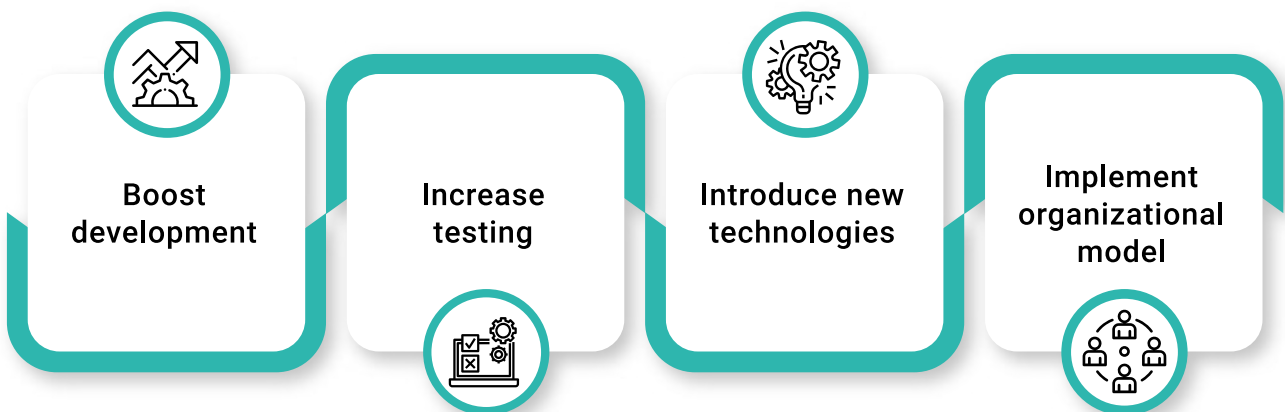
A rapid ramp-up in development capacity

To help the client transition from an on-premises solution to a cloud-based product, we swiftly ramped up our resources, creating two scrum teams in Hyderabad to work hand-in-glove with the client's scrum teams in Canada. It enabled us to get up to speed quickly and begin development almost immediately.

We settled on an organizational structure in which two ValueLabs scrum teams worked together with two client scrum teams to build the solution. Our teams featured a blend of expertise and a mix of services. These included Development, QA, Business Analysis, and DevOps. Our agile scrum methodology ensured there was constant communication between teams.

Shifting on-premises software to cloud business solutions

With our scrums collaborating closely with the client's teams, we moved the underlying databases onto the AWS cloud, using Salesforce to manage identity and access in a multi-tenant architecture. We redeveloped the service layer as microservices and built a portfolio of front-end applications to replicate the different modules available with the on-premises version.

Our solution ensured that deployments were controlled more by the client than the end customer, as all the backend components were in the AWS Cloud. The latter only controlled the desktop client installation. This process required significant cooperation and demonstrated our ability to work side-by-side with the client's in-house teams.

From a license-based model to a subscription model

The final step in developing the cloud IT solution was to create a subscription model. Our solution replaced the licensing model used for the on-premises version of our client's product and was fundamental to the project's success.

As the client's ultimate aim was to adopt a SaaS business model, we needed to create the technology capable of facilitating the change. Doing so would allow the client to move away from supporting costly legacy software and provide customers instant access to upgrades and updates.

Once our new subscription model was in place, the product's cloud business transformation was complete, and the client could begin to focus on developing the application.

Business Impact

Today, our client has over 1,000 live customers on the cloud version of its flagship product and is adding new customers daily. Customers enjoy a much-reduced total cost of ownership, immediate access to new functionality, and the ability to configure the front-end applications to their needs. Our client, meanwhile, can focus on developing the SaaS application.

Near-zero ownership cost
For the end customers

New SaaS subscription model
Helped predict recurring revenues for our client

Reduced legacy infrastructure
And allowed the client to focus on new features

Talk to us

Elevate your software to the next level with quality engineering services.

Talk to us

Challenges

The pursuit of exceptional software quality was a top priority for our real estate client when they sought out our expertise back in 2009. As the client migrated from an on-premises model to SaaS, the need for extensive, efficient, and fast-turnaround quality assurance has grown and our quality engineering solutions have become increasingly valuable.

Extensive software development	Shift in business model	Fast turnaround QA	Testing for cloud and on-prem

- The client needed to ensure they were releasing high-quality products to their end customers.
- The transition to a SaaS business model required a significant shift in development, QE and testing processes.
- The client wanted to perform the performance and scalability testing internally.
- The client wanted to implement test automation for both on-premises and cloud-based applications.

Our Solution

We began by offering QA services to the client in 2009. When they decided to shift to a cloud-based product, we were required to scale our capacity quickly. To do so, we introduced QE software specialists into every scrum team and began implementing widespread automation in the testing processes.

The company now relies on us to provide ongoing quality engineering services for their cloud applications portfolio as well as legacy on-premises software.

Solution Impact

| Delivered new functionality faster	80% Reduction	Improved CI/CD workflows
By leveraging automation and maximizing code coverage.	in manual work required to perform necessary QA tests	Shifted testing from the delivery cycle, making it an integral part of our CI/CD flows

Our Approach

We implemented testing automation to maximize code coverage while allowing faster delivery of new functionality. Today, all of our scrum teams have a test automation services expert working alongside manual testers to automate up to 85% of test cases. We developed automated test suites for unit testing, smoke testing, regression testing, and end-to-end flows. Our client takes care of scalability and performance testing.

Introduce QE experts

Automate test cases

Develop test suites

Provide ongoing QE services
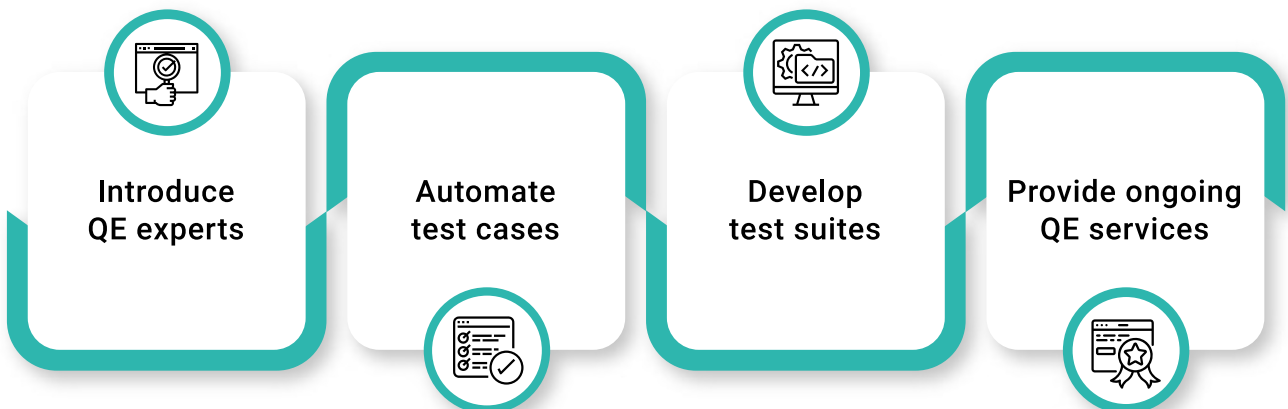
Improving testing efficiency with intelligent automation

We've developed automated test suites for unit testing, smoke testing, regression testing, and end-to-end flows while our client takes care of scalability and performance testing.

As an established QE testing company, we always have a unique approach to solutions. We also introduced tools to automate desktop applications. It was complemented by an API automation tool to cover integrations similar to that of desktop applications. We implemented API Automation using Postman and Restsharp to test various Web APIs. Finally, we designed the customized automation frameworks using Postman, Visual Studio Performance/Load Testing, Restsharp, and a third-party test results dashboard for Web APIs testing.

Adopting a DevOps approach to testing

With the client's software now running in the cloud, we're able to take a DevOps approach to test, shifting it left in the delivery cycle and making it an integral part of our CI/CD flows. We implemented the integration of CI/CD and ran the tests on AWS and on-premises environments using TFS & Jenkins.

We also introduced innovations of our own to the software quality engineering process. For example, we developed a unified dashboard with Grafana and C# to visualize our client's automated test results. We implemented a Node.js-based framework using Webdriver-IO to support one of the web applications and align it with the development team's stack. We utilized parallel runs for quick test execution and moved to AWS to reduce the dependency and maintenance of virtual machines.

Introducing automation in Web UI

As part of our quality engineering solution, we took steps to automate Web UI using Selenium with C# and Java. It enabled us to automate front-end applications, thus meeting multiple project guidelines simultaneously. This process was essential as the client intended to release several products in a relatively short period.

We performed scalability and performance testing via JMeter and Microsoft VS Load Testing tools. It supports applications for all lines of business. However, the client wanted to perform scalability and performance testing themselves. Finally, we implemented code repository tools for continuous integration.

Business Impact

Our quality engineering solutions introduced various automation utilities that reduced the time taken for repetitive manual tasks to be performed by the team. The efforts have greatly improved efficiency and driven down testing time. It also allows quick feedback on the development and production builds with smoke automated runs. Additionally, each automation development is owned and managed by separate scrum teams, making the platform more organized.

85% Automation of total test cases across all products.	**95%** Time saved with API automation vs UI automation.	**70%** Automation achieved for performance and scalability testing.

Talk to us

Providing 24/7/365 IT infrastructure support with a Follow the Sun model

Talk to us

Challenges

Our client, a global SaaS provider with customers worldwide, required 24/7 support for their cloud platform, not only for their customers but also for their internal scrum teams in pre-production environments. The client's teams were based out of the US, Europe, Asia, and Australia. They were on the lookout for IT infrastructure optimization to avail a round-the-clock production and pre-production environment support to guarantee uptime.

Teams in diverse locations	24/7 support required	Increase in uptime	Implementing Follow the Sun model

- The client has pre-production environments that are used by global teams in the US, Europe, Asia, and Australia.
- The client has customers from all over the world, so they need production environment support 24/7.
- Needed to maximize uptime and fix unavailability issues, within SLAs.
- A Follow the Sun model was required to improve responsiveness, minimize delays, and guarantee rapid turnaround.

Our Solution

As a global SaaS provider, our client needed to offer 24/7 cloud platform and IT infrastructure support. Time zones were a perennial challenge for local support teams, so we worked to provide worldwide 24×7/365 Level 1 support from Hyderabad, with our integration service experts working in shifts on a 'follow-the-sun' model.

Solution Impact

24/7/365 support
Provided production and pre-production environment support

Timely detection of issues
Peace of mind for the client, as they know that issues are being detected and fixed around the clock

Less downtime
A superior product for the client's customers and fewer product issues

Our Approach

The IT infrastructure consulting experts provided 24×7 monitoring support using shifts. Technologically advanced alerting techniques were put in place to warn the team of a potential problem even before the problem actually occurs. We set up channels to communicate with the DevOps team and inform them of environment issues. We also created dashboards to display metrics that measure and monitor the health of the servers.

Provide worldwide 24x7/365 Level 1 support

Identify & alert potential problem

Communicate with DevOps team

Monitor servers' health

Ensuring product support for the end clients

We used the latest tools for automated monitoring and alerting, enabling us to detect and fix issues often before the user becomes aware of them. To achieve this, we put technologically advanced alerting techniques in place to warn the team of potential problems before they occur. It enabled us to get a head-start on resolving issues.

As an IT infrastructure company, our team provided 24/7 monitoring support using a 'Follow the Sun' shift model. This guarantees comprehensive support coverage. Runbooks and Checklists provide clear instructions regarding when it was time to take corrective actions. With this approach, our teams successfully delivered excellent Level 1 support from our Hyderabad site.

Providing support to internal teams and users

The client's US, European, Asian, and Australian teams use pre-production environments. This was a major concern for the client, who wanted 24/7 cloud platform and IT infrastructure services for their end customers and internal scrum teams working in pre-production environments. Our teams assumed responsibility for providing that support.

For internal users of the platform, we used tools like PagerDuty and Microsoft Teams to collaborate with local teams over environmental issues. This enabled us to collaborate closely with local teams and get to the root cause of issues as quickly as possible, resulting in fast and effective fixes.

Effective monitoring at all times

To deliver 24/7 IT infrastructure support effectively, we needed to implement advanced and intuitive monitoring capabilities. These allowed us to identify issues as early as we could and move swiftly to resolve them. Our team's IES expertise and 'follow-the-sun' approach would put us in a position where we could respond to the vast majority of technical issues.

To this end, we created dashboards to display metrics that measure and monitor the health of the servers. We also configured various watchers, such as Cloud Watch and Performance Monitors, to detect and alert on environment issues. This ensured we had an efficient early warning and detection system for the customer.

Business Impact

Our client benefits from the peace of mind. They know infrastructure issues are detected and fixed around the clock, and ValueLabs' integration service experts can resolve most simple queries. What's more, our client's in-region DevOps teams can spend less time troubleshooting and more time developing and releasing valuable new functionalities.

Faster issue resolution

Detects and resolves infrastructure issues before they impact customers

Developmental-centric

Freed client DevOps teams to focus on development rather than troubleshooting

IES alerting techniques

Created to raise alarms before the actual problem surfaces to the customers

Talk to us

Creating a modern customer experience with our cutting-edge UX design services.

Talk to us

Challenges

Customer expectations of enterprise software are increasing, with most now expecting a slick, consumer-like experience. Our client was very keen that its SaaS products meet these expectations, with elegant design and an intuitive experience that minimizes the effort for the user. They sought our user experience consulting services.

Competing on CX	Working against strict deadlines	Implementing new UX features	Intuitive experience

- B2B customers now expect partners to deliver digital experiences similar to those enjoyed by B2C consumers.
- Projects needed to be completed within tight deadlines to ensure the long-term delivery schedule was met.
- The client wanted a uniform look and feel for all their products on the cloud as they are web applications on AWS.
- Developers should find it easy to ensure that the UI is similar across the various product development scrum teams.

Our Solution

To achieve the stated aims, our Hyderabad team extends beyond developers, analysts, and QA professionals to include skilled UI/UX designers and interaction designers. All members of our product and services design teams work in sync with the client's designers, using the best practices, to guarantee a consistent and intuitive user experience.

Solution Impact

UI development time reduced

By implementing a UI Framework Library that features reusable UI controls.

Easy to use

Delivered a memorable and satisfying user experience that ensures customers find the client's product easy to use.

Uniform UX

Across the client's entire product range.

Our Approach

Before starting on the front-end web applications, we sought feedback from existing customers on design changes they would like to see in the SaaS product. This enabled us to facilitate the transition to the new business model in a targeted and effective manner. We then took a lean start-up approach to the reimagined UX by iterating in short sprints. Finally, we collected end-user feedback with each iteration to ensure we were creating products that met end-user needs and delivered value.

Sought feedback

Take start-up approach

Iterate in short sprints

Collect feedback on each iteration
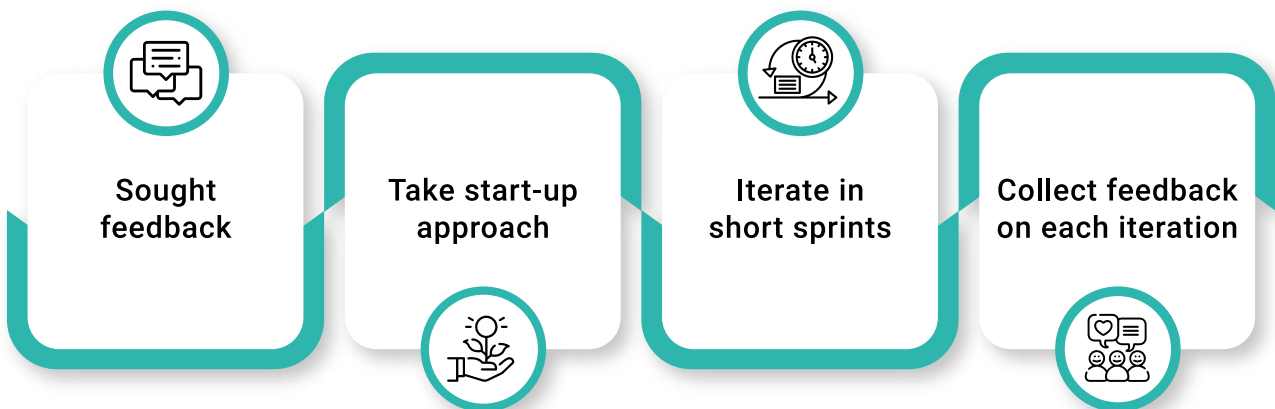
Adopting a start-up approach to development

Before starting work on the front-end web applications, we sought feedback from existing customers on design changes they would like to see in the SaaS product. We then took a lean start-up approach to the reimagined UX – iterating in short sprints and seeking end-user feedback with each iteration to ensure future adoption.

To achieve this, we brought together not only developers, analysts, and QE professionals, but also skilled UI, UX, and interaction designers for our Hyderabad team who worked seamlessly as one unit with the client's designers, using the latest UX thinking and best practices.

Building a UI Framework

As part of our UX design services, we worked with the client's designers to build a UI framework. The framework includes a library of reusable controls that is available to all scrum teams and updated regularly as new requirements emerge. This feature allowed intuitive and streamlined development while also guaranteeing a consistent look and feel across all of the client's products.

To ensure this system functions as it should, developers from each product development team are asked to not develop controls themselves. Here's what we did. When there was no appropriate control in the library, for instance, we implemented a process that enabled developers to send requirements to the UI Framework development team. They then built the control and made it available in the UI framework library.

Business Impact

Our customer experience design solution resulted in a modern look and feel, and a consistent user experience across all customer-facing applications, regardless of which scrum team developed the functionality. Our UI framework includes a library of reusable controls available to all scrum teams. This is updated regularly as new requirements emerge. Development times have been slashed, as controls do not need to be built from scratch.

Common design features	70%	Modern UI
Despite being built by different product development teams, all products have a recognizable identity.	Reduction in development times for micro frontends with reusable components.	That enhances the client brand and provides a consistent experience.

Talk to us