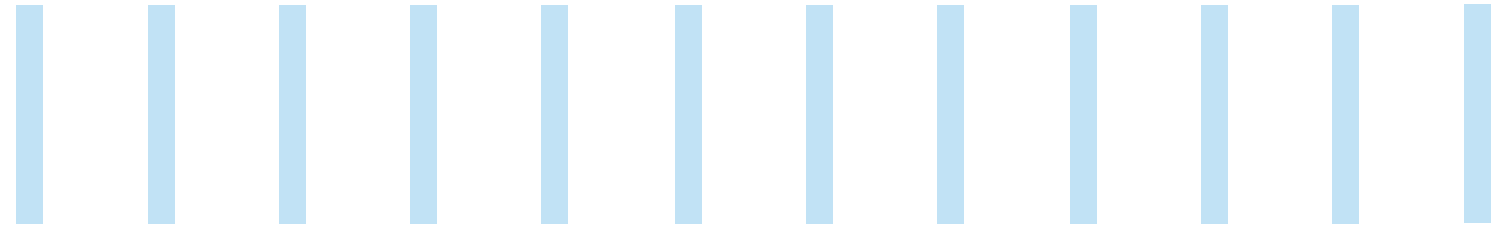




ENGINEERING SCALABLE GROWTH FOR A SALES PLATFORM



The recent bankruptcy of Toys “R” Us is the harsh reality facing most organizations today that are running risks similar to the ones faced by the once dominant toy store chain. In addition to competitive pressures from both traditional organizations and new technology incumbents, organizations today are hard-pressed to deliver exceptional user experience at scale to an increasingly global customer base while keeping their operations viable and profitable.

According to the findings of a recent study by Greyhound Research, a leading global analyst firm, 78% of large organizations surveyed cite the need to scale quickly and improve customer experience as challenges they are struggling to cope with. Specifically, these organizations are struggling with building products that leverage the latest advancements in technology and are not bound by the limitations of existing architecture.

RE-ENGINEERING TO BE RESPONSIVE, ADAPTABLE

Organizations battling such pressures must plan and provide for highly scalable, multi-tenant, metadata-driven enterprise platform(s) based on **robust and heterogeneous architecture**. This is one of the reasons several organizations are reconsidering their approach to **engineering and analytics**. In today's competitive and fast paced business environment, enterprises need to adopt the following to re-engineer themselves to be responsive and adaptable to change:

- **Leverage next-gen technologies** such as machine learning, artificial intelligence, and deep learning
- **Adopt agile product architecture** powered by cloud and mobile
- **Harness customer-centric products** that offer rich user experience

The same study by Greyhound Research found that while 92% of organizations agree on the need to use agile methodologies for Engineering & DevOps, only 32% have the in-house expertise to meet these business requirements.

A **leading software maker** wanted to meet the needs of a global customer base and growing competitive pressure by developing a **next-generation sales platform**. They wanted a partner in this endeavor, which was meant to address key concerns of user experience, performance, scalability, and business agility.

BUILDING A SCALABLE PLATFORM

There were several challenges to overcome in this engagement, including the need to release several features in a very short span of time to catch up with competition and to bring in automation to ensure optimal time to market.

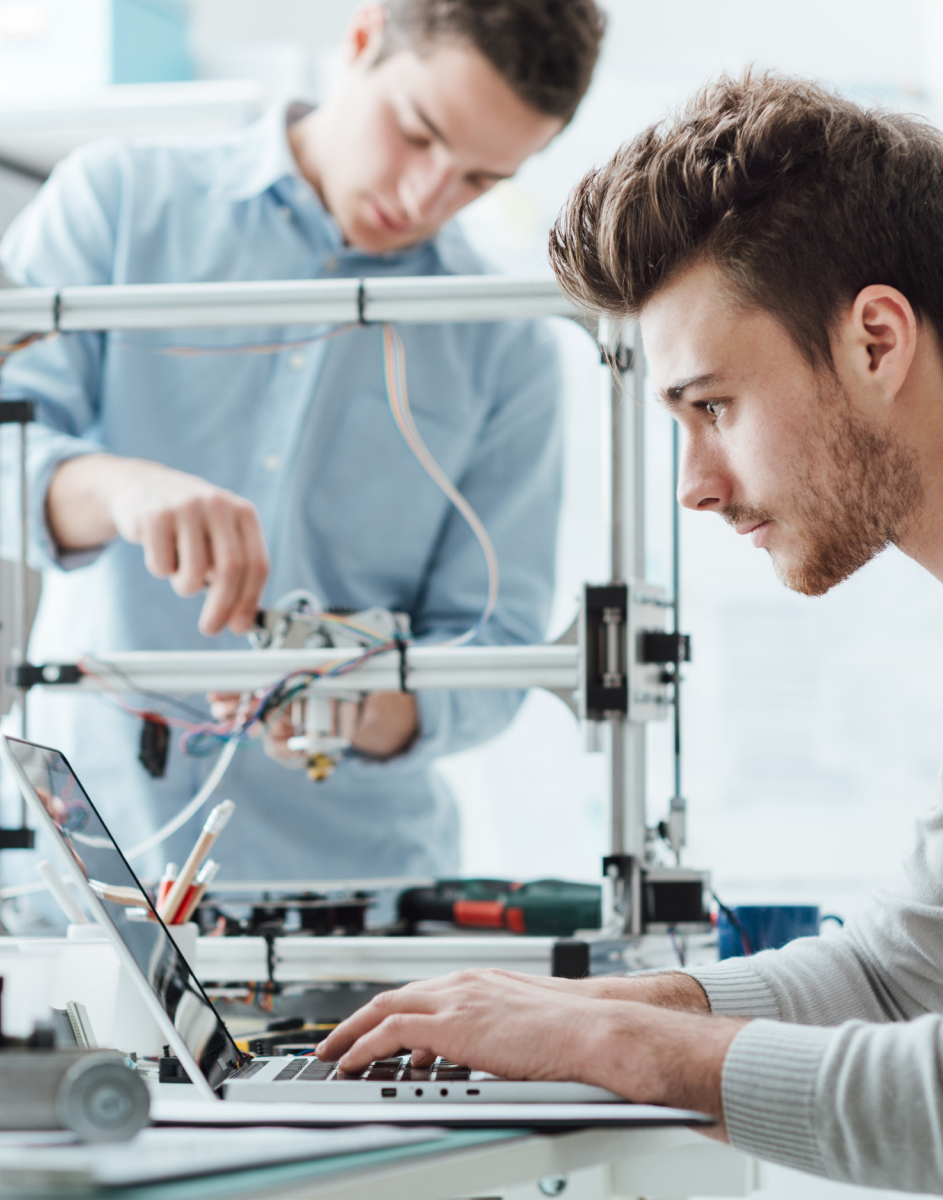
We co-developed a highly scalable, multi-tenant, metadata-driven **enterprise sales platform for 40,000-plus customers**. The platform had a **robust and complex architecture**, with a 40 GB code base. In addition to platform co-development, the Infosys team was also involved in developing a **device agnostic test automation framework** that enabled engineers to author a single functional test that would run across multiple operating systems and browsers. The Infosys team also owned the **functional and performance automation development**, customer reported issue analysis, **root cause analysis** and fixing the issues or providing a work around. We also managed performance execution, build engineering, and **migration of the customers to cloud**. We **implemented telemetry dashboards** to predict feature adoption rate and identify root cause of customer issues, and for real-time monitoring of the platform's health.

We enabled **faster releases** through continuous Integration and deployment, with an **end-to-end cloud-based build-operations framework** for automated check-in, build, deployment and test execution to get early feedback on product quality. We also did end-to-end functional, security, and regression testing on multiple versions of the client code and server code to ensure compatibility with legacy systems.

The platform could be accessed from anywhere on multiple device types - tablets, phones, desktops, enabling sales people to **access opportunities on the go**.

For this engagement, we used a distributed global Agile development model, involving large teams across four locations and multiple service lines.

The automation framework developed by Infosys helped developers **save about 30% test authoring time and 20% test execution time**. Increased levels of automation helped reduce the feature **release cycle from 4 months to weekly releases**. We also helped the client realize annual savings of almost \$2 million by reducing the size of the onsite team by almost a third just a year into the implementation.



ENGINEERING SCALABLE GROWTH FOR A SALES PLATFORM : THE FIVE KEY TAKEAWAYS

- 1 **Partner** with clients to understand needs and adopt a business-first approach to solutioning
- 2 **Deploy** Agile development model for fast decision making and project progress
- 3 **Use** continuous integration and deployment and automation for faster releases
- 4 **Build** dashboards for real-time monitoring of the platforms
- 5 **Enable** access from multiple screens and form factors

BIG LEARNING:

As organizations aim to embrace automation to scale and deliver exceptional experiences, one of the key stumbling blocks in their journey is delivering high-quality software and platforms that don't "break in the back". Ultimately, this defines whether or not an organization's customers are happy and hence, whether the business thrives or fails.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

To learn more about innovative engineering solutions to resolve enterprise challenges, reach out to us at askus@infosys.com

For more information, contact askus@infosys.com

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