



## | Approach

After an initial investigation into which technology stack would be best for the client's environment, BBD's team of certified cloud solutionists and software engineers developed an always-on solution alongside providing the infrastructure for the managed cloud services to enable the automatic scaling. This approach meant that the client would not have to learn deep tech themselves, but could rather focus on their core business.

The combined development team of BBD specialists and the client's product owners followed an Agile methodology of iterative and incremental development to analyse the business needs, create features and test and deploy them. After each iteration, the lessons learned were used to improve the team's next deliverable – leading to a process of continuous self-analysis and improvement.

Through this approach, BBD was able to seamlessly implement a like-for-like solution that fully integrated into existing back-ends, in a cloud-native architecture. This ultimately meant that the slow and WordPress-run website was reimagined into a mobile-friendly, elastic and scalable tool that improved the client's ability to engage with their customers.

## | Impact of BBD's partnership

BBD's solution has decreased the website's loading speed, increased its maximum capacity and its ability to scale to the required size, all while creating a mobile-first and user-friendly site. This has enabled more customers to concurrently use the site with minimal time to interact. The designed and implemented CMS has put the power back in the client's hands – avoiding the need for costly outsourcing.

The solution has also led to vast performance improvement and increased SEO rankings – resulting in sales growing three-fold week-on-week.