

# Bringing Velocity to Appstore Development

Helping a leading gaming company engineer the first of its kind Android app store for online real-money gaming with full compliance to all regulation across geographies.



## Product Engineering Services

August 2015

*With the momentum picking after Series A funding company needed a reliable technology partner to accelerate their product development cycle....*

## Executive Summary

### Client's Challenges:

*Customer was facing challenge is scaling a high caliber team.*

- Expertise in building the entire functioning of app store.
- Architecture design challenges related to build scalable products on the cloud leveraging multitude of technology stack.
- Designing systems that can handle with multicurrency with integrations into e-wallets and payment gateways

### Innoflexion's Solution:

*Leveraged experience on agile product engineering, cloud, payment card industry expertise to design and develop a highly modular application*

- Brought to fore expertise on Mobile E-Commerce, Payment Card Industry to architect solutions
- Assisted with Agile product development methodology adoption to help manage other partners
- Worked as core and extended team with clearly defined role

### Business Impact:

- High quality product developed on-time and within budget across 3 technology partners
- Adopting Core/Extended team model led to clearer communication and faster decision making
- 20% improvement in time to market
- Simplified processes and defined team roles have improved qualitative measures of employee satisfaction and confidence

## Client's Challenge:

With the funding secured customer needed to build the product quickly. The company faced severe challenges in getting the right caliber talent to build a highly complex solution.

They needed a technology partner who had expertise in product engineering, expertise with mobile e-commerce and highly scalable architecture. The system had to be designed with for multiple categories of game type classification where casinos or online gambling companies can launch their new games & upgrade versions on periodic basis. A complex user management system to monitor responsible usage of system to be compliant with various local regulation related to the user's jurisdiction. Company had tied up with a payment gateway services provider and system needed to be integrated with this third party provider. Users' History record, Dashboard and Reporting

## Innoflexion's Solution:

Innoflexion assembled a team that included industry experts, with deep knowledge of product development methodologies, who assessed the company's product development process leveraging Innoflexion's product development assessment framework.

## Our Solution:

- Creation of a complete gaming app store platform similar to google app store
- Proof of concept based development
- Built a secured, scalable, performance-driven architecture framework to be delivered over mobile devices
- Integration of third-party-payment gateway interfaces
- Business analysis of the entire functioning of gaming app store
- Highly configurable system to handle all configuration settings and safeguarding them against future changes
- Multipoint verification and authentication of user identity
- Built transaction ledger and other financial transaction logging for regulatory purposes.
- Designed curation system which validates whether the newly launched games are in compliance with regulations set by governments under consideration. This is subject to complex and changing rules and requires us to study every details of such regulations, in order to design a flexible curation system,
- Leveraged mongo db, to design a highly complex user engagement functionality based on intelligent tracking of user activity, such as duration of use, frequency, last activation date, spending culture and gaming preference and choice.

## Business Impact:

While the final product is yet to be rolled out, the pilot program that began in August 2015 are on track to realizing 20% or more reduction in time to-Market and about 35% reduction in cost of product development.

- Gamers as well as game promoters/casino who want to offer their games online could finally converge on this platform
- Players could now download gaming apps to play the ones they like and also discover new ones.
- With our support, customer is able to manage updates, deposits and all the activities that go along with playing real-money gaming online. All that the users have to do is download, install the apps and enjoy the ride.
- Helped cross functional team to successfully adopt agile and aligning to software release trains

For more information, please visit  
[www.innoflexion.com](http://www.innoflexion.com)

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