callibrity™

Scaling Software Development Teams
with Agile and Continuous Integration

About PLXIS

PLXIS helps brands drive customer engagement. PLXIS provides a retail engagement platform providing payments, pre-paid, loyalty and offers that increases customer spend, allows faster learning, and optimizes digital innovation. IPC, the parent company of PLXIS, is an independent Subway® franchisee-owned and operated purchasing cooperative. IPC's mission is to help Subway® franchisees be more profitable and competitive – today and for the future. PLXIS serviced 50,000 Subway® clients in North America, and across multiple languages and currency.

Challenge

PLXIS faced four main challenges before deciding to bring in Callibrity consultants.

• PLXIS was having difficulty finding talented developers in the local market. They tried using their own corporate recruiters and outside staffing agencies that did not deliver.

• There were more projects that PLXIS needed to complete than developers on staff. The timeframes in which certain projects needed to be completed were tight, and agility was critical.

• Subway® franchisees wanted to have more control over their data - hundreds of transactions per second - in order to provide a more streamlined merchant and customer experience.

• The merchant onboarding process for Subway® was a manual process and not streamlined.

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Solution

Callibrity consultants were integrated into the data, payments and internal groups of PLXIS, and worked on projects involving credit card processing, customer profile management, gift cards and customer loyalty programs. The roles of Callibrity consultants were DevOps, Scrum Master, Software Developer, and Product Owner. PLXIS chose Callibrity because of the level of expertise in agile software development practices, specific experience with payment processing software, and Callibrity's strong reputation.

• PLXIS relied on Callibrity's proven hiring and vetting process to find the right level of talented developers at the rate they needed in order to scale their team and meet important project deadlines.

• Callibrity understood PLXIS' rigorous engineering methods so well that PLXIS asked Callibrity to document the process and make it repeatable for future developer onboardings.

• Callibrity helped build the integration between the PLXIS platform and Subway®'s strategic global customer master data management solution. This enabled Subway® to move profile data off of the PLXIS platform. This helped position PLXIS to work with any franchise organizations' identify management needs.

• Callibrity consultants integrated PayPal and the PLXIS platform to enable Subway® customers to make purchases with their PayPal accounts. The data group, led by a Callibrity DevOps consultant, built a full suite of test integrations for the settlement data coming in. up to the high-level business report data. Two-phase authentication was added to allow customers to confirm registrations via email.

• Callibrity consultants modernized the PLXIS platform's merchant boarding process.

• Development team growth and expansion was facilitated through the utilization of scrum masters who shared the vision and culture of PLXIS. The software development team grew from 6 to 15 members, which allowed PLXIS to engage in more projects simultaneously.

Team grew by
150%

Reduced team member onboarding time

6 months to 2 months

• *"Team member onboarding was reduced from 6 months to about 2 months,"* PLXIS CTO, Daniel Silva, stated *"this was a huge accomplishment, we still benefit from this to date."*

A standardized onboarding process made it faster to immerse new developers into PLXIS' rigorous engineering practices, and enabled them to be more productive sooner. By improving the onboarding process, new team members were contributing to project work sooner and with confidence directly due to the onboarding process. New team members were able to quickly integrate working with PLXIS' full suite of test coverage. This allowed PLXIS to make more pushes to integration with lower risk and reduced technical debt.

• The implementation of two-phase authentication added functionality that made it easier for customers to engage with mysubway.com and the mobile app, reducing fraud within Subway's® loyalty program saving franchisees millions of dollars per year.

• *"With the new mode, merchant onboarding was faster, more reliable, more easily monitored, and alerting on anomalies was greatly improved,* Daniel Silva, PLXIS CTO."*

Subway®'s store location count grew from 25,000 to over 30,000 locations between 2013 and 2018, the new boarding process allowed for quick and seamless FULL POPULATION daily boarding, fully automated and monitored for quality.
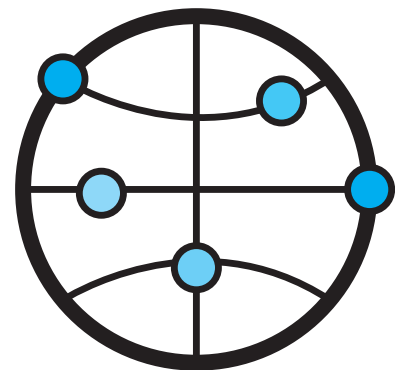
30,000+
locations by 2018

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ABOUT CALLIBRITY

Callibrity is a developer owned and managed custom software development firm that is dedicated to providing clients with quality software, improved coding practices, and modernized tech stacks. Having such a niche focus is not for everyone, but Callibrity believes that focus on software development fosters interesting work that keeps consultants engaged long-term and grows their technical knowledge exponentially.

What's in a name? The name Callibrity comes from two different roots, calli and caliber. Calli means 'beautiful' in Greek, as in Calligraphy - beautiful writing. Caliber means 'a degree of merit or excellence.' Callibrity consultants strive to write beautiful code with a high degree of merit and excellence.

WE ARE ARTISTS. WE ARE ENGINEERS. WE ARE INNOVATORS. WE ARE CALLIBRITY

Services

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Component Teams
Agile Methodology
Test Automation
Training as a Service

Industries

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Financial Services
eCommerce
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Learn More About Callibrity www.callibrity.com

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