callibrity

Fortune 500 Company Advances in Retail Technology with Remote Software Teams

INDUSTRY: RETAIL • HEADQUARTERS: CINCINNATI

ABOUT KROGER TECHNOLOGY

Kroger Technology solves real-world problems for millions of Americans in their everyday lives with industry-leading new tools like ClickList (online grocery shopping), mobile app innovations like shopping lists and store maps to assist finding products, and money saving digital coupons. Kroger Technology's vision is to become the most valued technology organization in retail by driving culture not just leadership.

CHALLENGE

For years Kroger has leveraged consultants from outside firms as thought leaders embedded into their existing on-site teams. While strategy planning for 2018, Kroger identified 55 new technology initiatives they wanted to accomplish in the next year. Each initiative would require hiring a full agile software team, which invites another set of challenges:

> They felt the pressure from shareholders to ramp up these teams quickly in the midst of moving their physical work location

> They knew they did not have the bandwidth to recruit, onboard, and train numerous developers in a short timeframe

> They lacked the physical office space to maintain an influx of agile development teams

> They were actively migrating from an Angular code base to React across their entire digital footprint

SOLUTION

Kroger decided to evaluate remote teams as a possible solution that would enable them to grow at the pace they needed in order to compete with other online retail giants. Callibrity had built a level of trust with Kroger from on-site consulting engagements through projects like ClickList - a personalized, order online, pick up at the store service that revolutionized the way people shop. Callibrity provided thought leadership to the Kroger ClickList team in the following areas:

> Microservices, public APIs, and performance-based interface design

> Continuous delivery - leveraging truly elastic infrastructure with containers, elastic scale, Blue/Green no-downtime deploys, and A/B UI Testing

> Clickstream tracking and usage analytics

> Modbus RTU

> Modbus TCP/IP

> MQTT (pub/sub)

> Docker

> Kubernetes (container orchestrator)

Due to the of the exceptional job performed by Callibrity consultants on ClickList, which is now the single highest revenue generator in the company, Callibrity was the natural choice for Kroger Technology's first fully sourced and managed remote agile software team. When faced with deciding which of the 55 tech initiatives should be considered for the pilot, Kroger asked for Callibrity's strategic input. Callibrity advised Kroger to hand off their most at risk, hypercritical projects - those projects in which other information technology consulting firms would likely struggle with providing a quality solution. Callibrity excels in critical, challenging environments. Projects that are highly visible, have multiple stakeholders involved and require custom backend architecture knowledge are situations in which our consultants add quantifiable value. The decision was made to pilot two Kroger Health and Wellness digital teams, The Little Clinic and Kroger Pharmacy.

RESULTS

Kroger is a learning culture, constantly striving to find better ways to deliver value to their customers. Callibrity embraces agile and new technologies that keep clients like Kroger on the cutting edge. Creating a culture for engineers to thrive in and hosting meetups regularly is what makes Callibrity developers stand out among the crowd. It is important to Kroger to work with partners that have the same core values built around culture and digital transformation. Callibrity is leading the way at Kroger with clean code, TDD (Test Driven Development) and continuous delivery. Callibrity helped expand Kroger's previously small continuous integration into a much fuller and automated CI. Callibrity's teams have more automated tests than any other remote team. Callibrity consultants are bringing others, including teams sourced by other consulting firms, into the fold by evolving communication methods and relationships to facilitate a cohesive team environment. Everyone is working together with a common goal on the same code base. Being committed to the success of the whole initiative, not just their piece of it, separates Callibrity into an elevated category and satisfies clients at the highest level.

- The first two remote teams provided a blueprint and an understanding of how to operate with more remote workers

- Provided much fuller and automated, continuous integration with more automated test coverage than any other team

- Released the website written in the new codebase two months ahead of schedule

> Callibrity is an excellent group of developers. Callibrity has proven to be extremely valuable to Kroger IT.
>
> > JILL BRADFORD, DIGITAL PRODUCT MANAGER

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. We provide subject matter expertise and solve complex problems with simple solutions for our clients, ranging from midsize to Fortune 100 companies.

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.' We strive to do beautiful work with a high degree of merit and excellence.

STRATEGIES:

> Agile

> Cloud

> DevOps

> IoT

> Test Automation

> Machine Learning

SERVICES:

> Custom Software Development

> Digital Transformation

> Tech Audit

> Training

INDUSTRIES:

> eCommerce

> Financial Services

> Insurance

> Retail

> Technology

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

Learn more about Callibrity
Callibrity.com