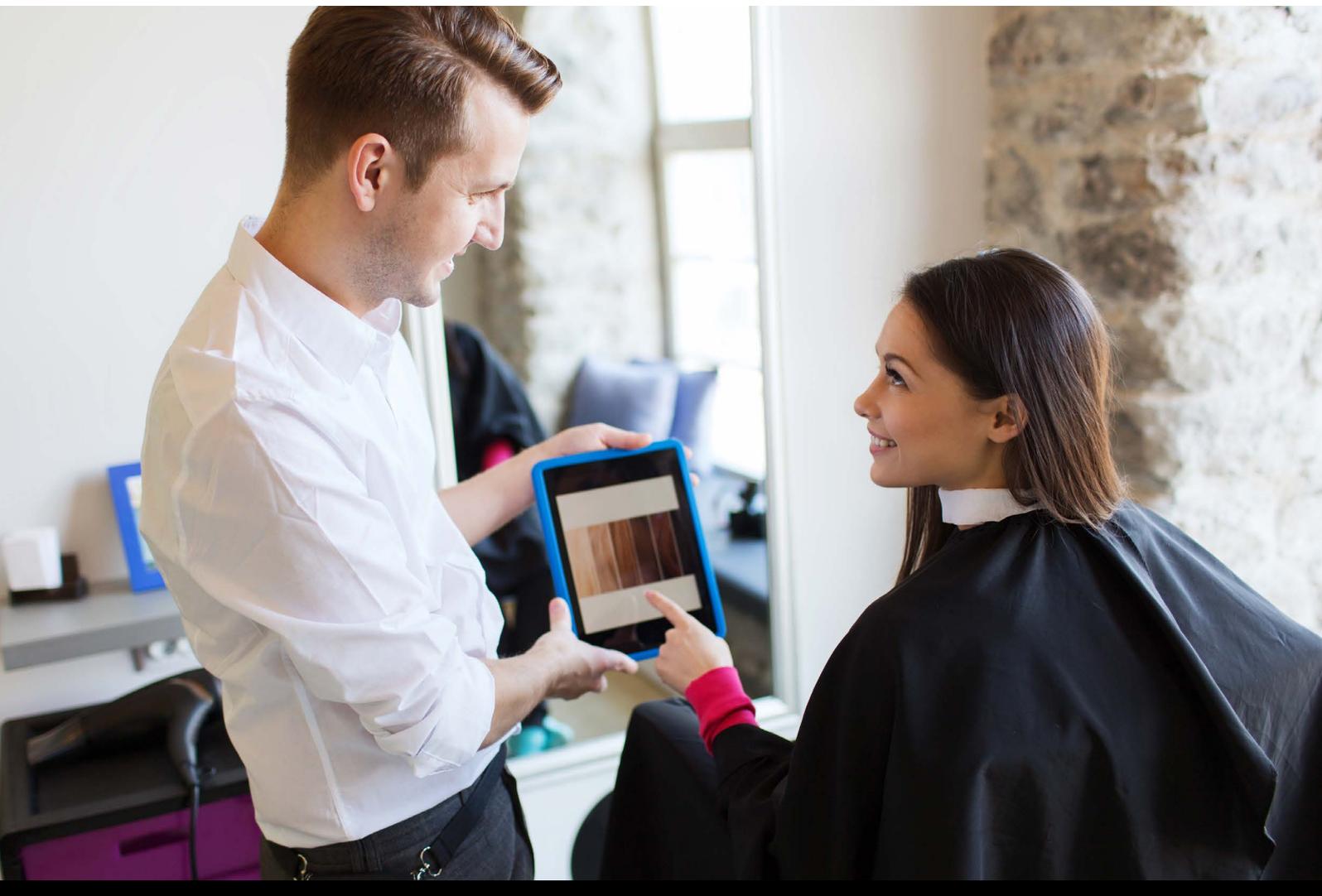




Dutch Salon Software Innovator Expands by 70% with **Nearshoring** & **Software Infinity**





Challenge:

- *Legacy systems were affecting their business*
- *Software distribution model was primitive*
- *Lacked skilled resources and cutting-edge technologies to compete in the market*
- *Inability to upgrade their technology stack*

Solution:

- *Nearshore Partnership with Software Infinity*

Results:

- *Currently they can do 5 deployments in 7 days*
- *Went from 1000 to 1700 customers during our partnership*
- *Gained the ability to release updates every 2 weeks*

About the Customer

Our customer is a top software provider for salon owners in the Netherlands. It all started as a small hair salon after the Second World War and grew as a software solutions provider for salon owners and customers.

As a third-generation business in the beauty industry, they offer software solutions for salon owners to manage and market their business and also help customers make bookings. Their apps continue to dominate the market helping our client stay at the top. They had around 1000 customers using their solutions before Aspire Systems partnered up with them.



The Challenges

Our customer was facing slow releases because of the lack of software expertise. They had an on-premise application written in Delphi for salon owners. They were able to release new updates only every 6 months and send them out in compact disks (CD) to their customers. They wanted to build high-quality customer-facing applications but lacked an accessible online platform and scalable infrastructure. As a result, they started losing clients.



The Need

- A Nearshore software development partner with extensive experience in the ISV market
- A resource pool with expertise in state-of-the-art technologies, tools, and best practices
- The ability to move up the modernization maturity ladder constantly
- To be at the forefront of innovation and navigate turbulent market conditions



Success Story

Customer's collaboration with Aspire Systems started in the early 2010s. We initially supplemented them by forming a brand-new team in Poland, who supported their developers. By 2012-13, Aspire Systems had already introduced Agile methodology like Scrum and Kanban to the whole development process. In a few years, the customer realized the value we can provide and tasked us with developing all their solutions including booking apps for customers. We leveraged Agile Methodology, Cloud-Native Application Development and homegrown Accelerators to transform them into one of the leading salon solutions providers in Europe.

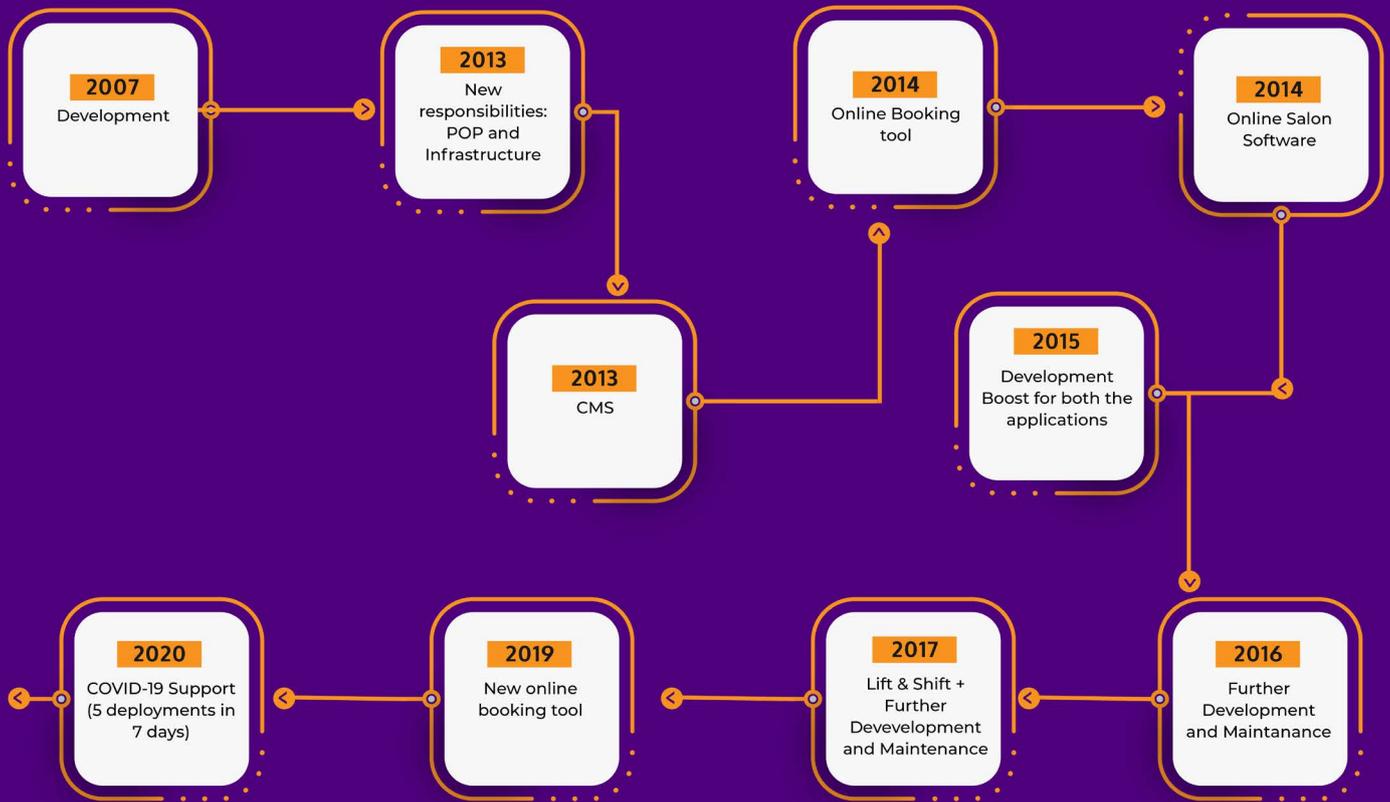




Our Solution

- Formed a nearshore development team in Gdansk, Poland with **skilled and experienced software engineering experts** within reach via 1.5-hour flight
- Introduced our **Software Infinity methodology** to build applications using service-oriented architecture and infrastructure with Microsoft Azure
- During the initial stages we implemented **Scrum and Kanban for application development**
- Replaced the Delphi application with another application for salon-owners **built in the cloud**. It manages customers, appointments, checkouts, statistics, etc.
- We also developed a CMS connected to the application to **automatically fetch data** so that every salon can have their own website built easily to promote the salon
- Introduced **DevOps to improve quality of apps** and increase release frequency
- Introduced and held workshops on UX and **Lean Production Approach**



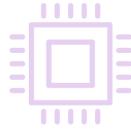


Business Benefits

- Built Web application and platform within **6 months** with updates being **released every 2 weeks**
- Scaled the business from less than 1,000 salons using the platform to currently **1,700 salons using the App**
- Made frequent deployments, **up to 5 deployments in just 7 days** to meet changing lockdown norms amid pandemic
- Adding more **user-centric features** to beat competition
- Retained existing customers and brought in new customers with over **6,000,000 bookings each year**
- Aspire helped the customers keep the leadership position in Netherlands and helped them grow to **international markets** like Belgium
- They now earn on their bookings, which means whenever salons make a booking, they get paid



Technology Snapshot



- » NET Core, Angular, Angular JS, .NET Framework,
- » Azure App Services, Azure SQL, Azure Service Bus, Azure Functions, Azure Automation, Azure Virtual Machines
- » Docker, Kubernetes, Bootstrap,
- » Migration from on-premises to cloud
- » MS SQL, Web Api



Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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