Expanding Engineering Capabilities to Foster Growth
Background

CLIENT
Roostify

INDUSTRY
FinTech

HEADQUARTERS
San-Francisco, California

FOUNDERS
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FOUNDED
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A unified digital mortgage platform that allows an easy and flexible lending experience for home buyers. The platform helps lenders to easily collaborate with customers, bringing down the turnaround time and reducing possible risks involved.
Challenges

Keeping Pace with Business
Roostify wanted to expand their engineering team for addressing growing business demands from existing, newly-signed and prospective customers simultaneously.

On-boarding Customers Quickly
Integrating Roostify with banking systems used to take significant time while onboarding new customers.

Reducing Cycle Time
Accelerating implementation of certain features, which are pre-planned in the product roadmap, to serve existing customers better.

Increasing Product Adoption
Keeping the product ready with third party software integrations, often used by the prospective marquee banks.
Solution

1. Expanding the tech team

We set up a dedicated team to meet demands from existing customers without affecting product roadmap.

Ramped up the technology team

We added 25 engineers across skills in a month and ensured the process was faster than industry standards. Scrum teams, with developers and QAs, delivered features independently from design to deployment.
Simplified integration with large banks involving various systems like Loan Origination Systems (LOS), Customer Relationship Management (CRM) and Product & Pricing Engine (PPE) etc.

Customized Future-Ready Middleware

Considering the expensive and non-customizable software available off-the-shelf, we designed a highly customizable and future-ready middleware. This not only simplified customer onboarding but also enabled faster customer acquisition.
Solution

Enabling new customer acquisition

Increased product adoption, by integrating the product with multiple third-party software/services used by banks across different categories.

Integrating with Third Party Software

We integrated the product by creating services for each category of software used by banks like PPE (Product and Pricing Engine), Credit Service, eSign service, Verification, Automated Underwriting System (AUS), etc. These readily available integrations influenced product adoption, which was crucial for accelerating customer acquisition.
Results

Fulfilled Business Demands
With a diligent team in place, Roostify could ship features quickly to serve all customer categories—prospective, existing, and new.

Eased Customer On-boarding
Reduced time spent on integrations with third party systems while onboarding new customers.

Reached the Next Milestone
Played a crucial role in achieving the next milestone by delivering on product roadmap, which helped them to move to next stage.
### Technology
- Java
- Spring Framework
- Camel Enterprise Integration
- RoR
- React JS
- SnowFlake Warehouse

### Infrastructure
- AWS
- Heroku
- Docker
Let’s Disrupt Together!

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