

Front End Development

eLuminous reduced the cost of development by 45% and reduced time-to-market by 20% for a European Digital Marketing Agency as part of their IT process standardization.



About the Client

The client is a European Digital Marketing Agency with 8-10 resources in web designing. Agency was getting inherent response from the market & had many prosperous accounts. They wanted to ensure that the projects were delivered within budget and desired business value to their clients. For achieving this, they were willing to get a reliable support system.

Challenges

- With a limited number of resources having expertise in designing, the client was struggling to manage the change requests & support tasks. The Graphic Designers had to shell out significant time for front-end development which used to distract their focus.
- This had also affected their ability to cater to new leads and limited sales growth. Adding a couple of front-end developers to the team was a costly choice & required more office space.

eLuminous Solution

eLuminous came up with an improvement roadmap and envisioned the 'to-be state' for the client.

Eating the Elephant in pieces

We selected a pilot project after setting up criterion & deliberate discussion. We delivered the pilot project and documented client's detailed feedback.

We used this opportunity to revise our Checklist, updated Test cases and tailored the process to perfectly match the organisational needs. This step was instrumental in establishing methods and ensuring RFT i.e. Right the First Time delivery.

Hence, the Offering looks like this

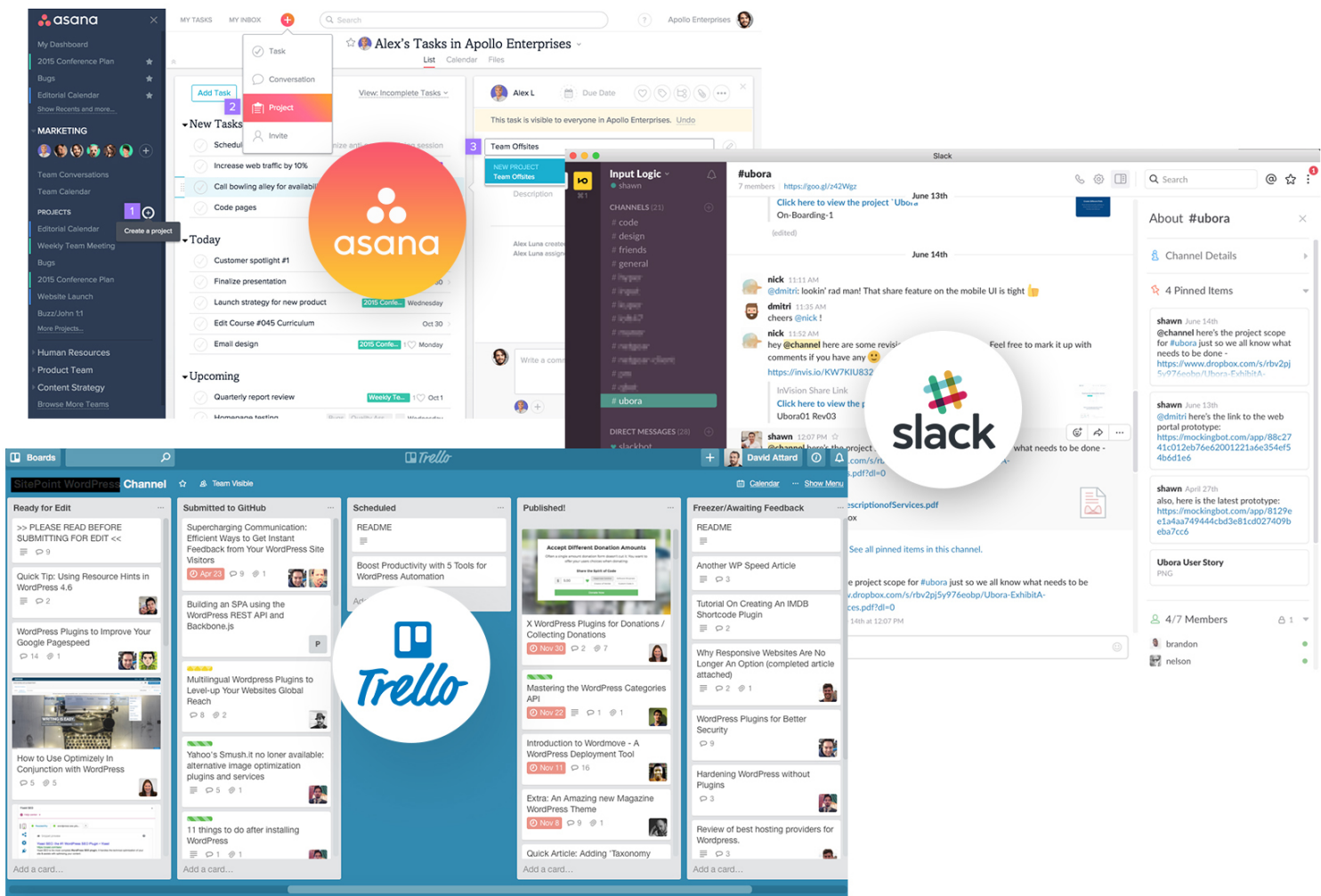
- ✓ 100% Pixel Perfect Design
- ✓ Completely Responsive Design
- ✓ Fast Loading Sites
- ✓ SEO Optimized Code
- ✓ On-time Delivery
- ✓ Real-Time Technical Support
- ✓ More features with jQuery
- ✓ Browser Compatibility

Addressing Communication & Quick Turnaround

To enhance output capabilities and speedy deliveries, we appointed one dedicated Project Manager who was a single point of contact.

This has helped to build Quick turnaround time & excellent communication.

The team could make sure to work on priorities and ensure prompt response for major deliverables as well as to change requests.



Benefits to the Client

- The client improved organisational capabilities by team augmentation, faster delivery and could channelise the synergy for the new leads. While doing so, additional fixed cost or liability or infrastructure cost was kept at the bay.
- A 6 month study post the team operation fully started revealed around 45% reduction in the cost of development out of the work outsourced.
In Cumulative, they could gauge 20% faster deliveries, enhancing the topline significantly.



We've grown so fast that **eLuminous are now consulting** us on building our own internal tech team!

