Persona 1 — The Backend Developer

Name: Sarah Kim

Role: Backend Developer

Company Size: Series A SaaS (75K users)

Sarah is responsible for integrating email, SMS, and push providers. She currently manages SendGrid, Twilio, and Firebase separately. When a provider fails, she must manually reroute notifications. She does not have time to build intelligent routing logic — she just wants a unified and reliable system.

Pain Points:

• Multiple provider integrations

• No automatic fallback during outages

• Manual rerouting during incidents

• Complex maintenance overhead

Maps to NotifyEngine:

• Unified API

• Circuit breaker pattern

• Automatic channel fallback

• Reduced engineering overhead

NotifyEngine