

How BleXr Grew Revenue

Through Agile Transformation



CASE STUDY

BLEXR

Client



BleXr is a Performance Marketing or Affiliate Marketing Company to aid users in critical online decisions. Through BleXr's portfolio of websites, it generates leads for operators in the Forex and iGaming industries.

The company is a leading performance marketing company that is growing quickly, fueled by their smart, energetic young group that engages quickly to fulfill users' needs and expectations.

What's so hot about iGaming

Symphony Solutions' expertise in this domain has expanded over the years, as they continue close collaboration with large clients in the online betting and gambling market. They have watched first-hand the increased popularity of this industry, reflecting a CAGR of 11.4%:

\$52 billion
in 2018

\$66 billion
by 2020

\$125 billion
by 2026

(Source: Coherent Market Insights, Seattle, U.S.)

Since 70% of online bets are placed with mobile devices, the influx of 500 million new smartphone users by the end of 2020 will propel category growth even further.

Challenge

When BleXr wanted a more efficient operating approach to improve time to market, improve employee engagement and deliver value in a sustainable fashion, they considered Agile Transformation. BleXr was familiar with the benefits of Lean Agile and needed expert consultants to work with their inside teams. It was then that they contacted Symphony Solutions for their reputation in Agile Transformation Consulting.

Another challenge BleXr faced was lack of breadth of talent to accommodate the range of roles needed for their fast-growing Agile teams.

In Summary:

- 1** They needed to implement Scaled Agile Framework (SAFe) and Scrum methodology.
- 2** They needed to fill gaps in engineering talent to support growth.

Solution

1 ASSESSMENT AND IMPLEMENTATION OF AGILE PROCESS

Symphony Solutions assessed the situation, trained the teams in Scaled Agile Framework, and coached the implementation process starting with their first PI (Program Increment) Planning session. Each PI covers an identified time period with a pre-set number of 'sprints' in each time period.

Example: 6 sprints lasting two weeks each, 12 one-week sprints, or whatever the team decides. This allows for iterative development to increase speed and develop the best possible solution by the end of the PI period.

“Their desire to go the extra mile is a rare quality in third-party relationships.”

BleXr, Ltd. COO Eduardo Redemios

Planning is Key

During planning, projects are aligned over the Program Period, and team members create a delivery plan for the entire PI period. They also map cross team dependencies and identify risks. The 2-day off-site PI planning finishes with a confidence vote by the team in their ability to deliver as planned.

A central idea of Agile is adaptive planning, meaning to identify problems early and adjust quickly, in order to increase the quality and speed of delivery. After each sprint, part of the product is released to market to enable quick learning about what works and what still needs refinement.

This way risk is minimized and recovery is maximized.



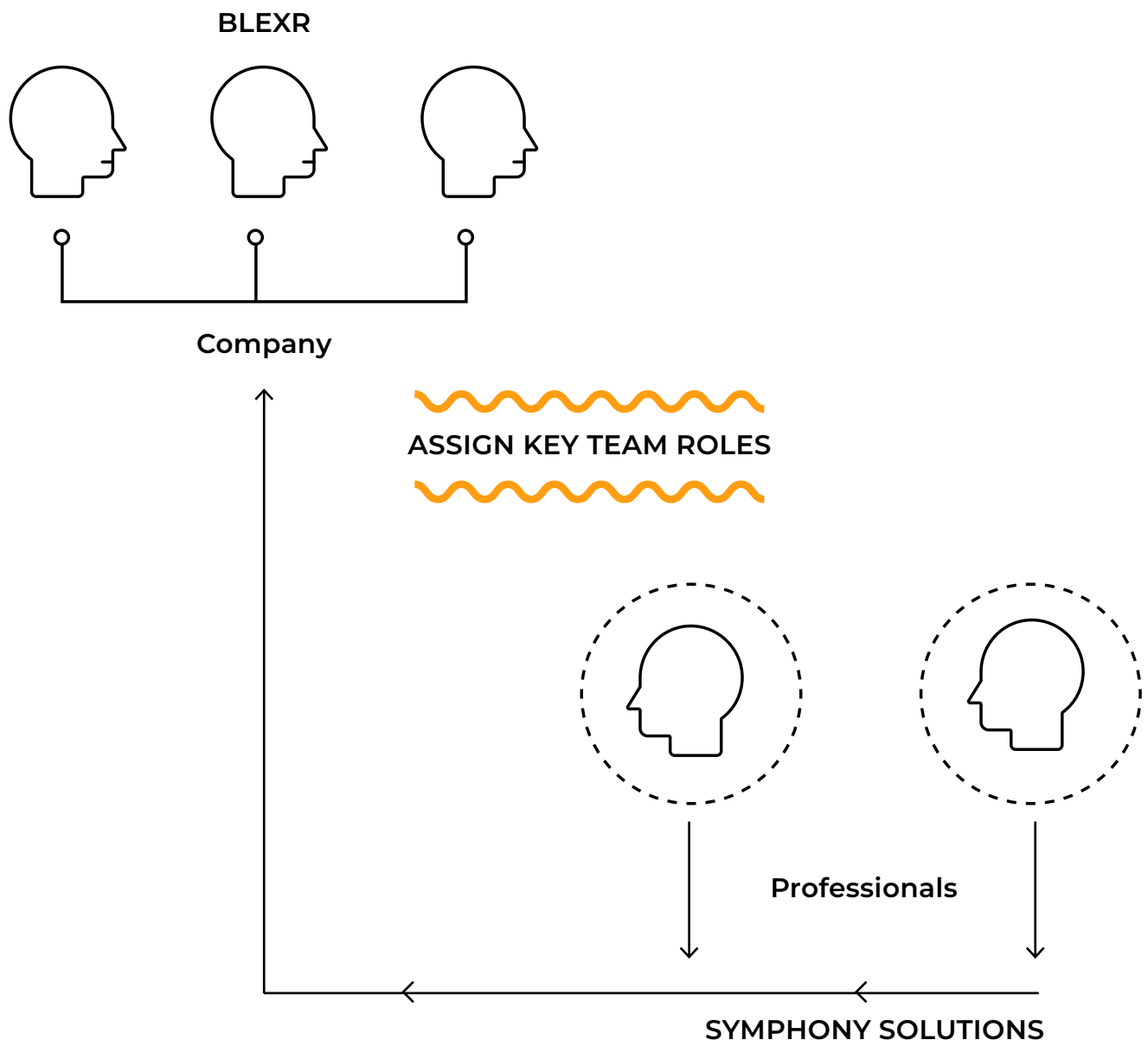
“Symphony Solutions’ involvement facilitated the transition, boosted morale, and improved productivity. Their transparency, dedication, and expertise set them apart from other vendors.”

BleXr, Ltd. COO Eduardo Redemios

Agile Implementation can be time-intensive and frustrating for teams that are new to this mindset, as they gain experience in real world environments. The Symphony agile coach supported these teams during sprints, weekly planning and retrospectives through the end of the first PI session and for several PI periods following.

2 GAPS IN ENGINEERING TALENT

An agile team typically has a Scrum Master, several developers, DevOps, QA testing and/or other roles depending on the nature of the project. BleXr lacked specialists in some of the key roles and needed qualified alignment as quickly as possible.



Symphony Solutions covered these gaps by setting up extended teams to integrate with the Client talent.

Results



Since the 1st PI period, the client had 6 successful Agile quarterly planning sessions.



After the 1st PI period, BleXr experienced double-digit revenue growth and opened an office in Barcelona



They grew from 40 – 60 engineers in 3 months and opened an office in Barcelona.



