ITGoals

A Belgian Enterprise Integration Platform & Software Delivery X ITGoals Case Study

ENABLING DIGITAL TRANSFORMATION AND STABLE PRODUCT DELIVERY

Presented by

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Executive Summary

Element	Description
Client	A leading European-based enterprise software company offering a cloud-based integration platform (iPaaS) used worldwide to automate B2B document exchange and data transformation. The company processes tens of millions of messages per month and serves hundreds of customers across industries
Industry	Enterprise software; integration platforms; B2B connectivity.
Geography	Europe with a global customer base.
Engagement type	Long-term **software engineering, full-stack development and customer-experience (CX) outsourcing partnership.** ITGoals operates as a delivery extension, supporting product development and customer support at scale.
Headline outcome	Improved engineering throughput, stable product delivery, enhanced customer experience and **~40 % lower cost-to-deliver** compared with local EU hiring, while maintaining enterprise-grade quality and governance.
Key results	Stable, long-term engineering & CX teams; faster feature delivery and platform scalability; improved customer support continuity; reduced operational cost and hiring friction.

Client context

A European enterprise software provider specialising in cloud-based integration and B2B connectivity. its mission has been to **simplify B2B and EDI integration software.** The company's integration-as-a-service technology enables organisations to **automate document flows between partners requiring different formats and transfer protocols.** Over the past decade the platform has expanded globally, now supporting more than **500 customers,** processing ~25 million messages per month, and offering **99.99 % service availability**

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The challenge

Like many fast-growing SaaS providers, the company faced several operational challenges:

CHALLANGES

1. ENGINEERING SCALE

Rapid growth in customer base and transaction volume required continuous enhancement of the platform. Recruiting and retaining skilled backend, integration and full-stack engineers locally in Europe was costly and slow, limiting feature delivery and performance optimisation.

2. SPECIALISED TALENT SHORTAGE

Expertise in integration protocols, cloud microservices and high-performance data pipelines is scarce. Local hiring cycles and competition for talent increased delivery risk.

3. CUSTOMER-EXPERIENCE CONTINUITY

The platform's self-service ethos still demands responsive support. Maintaining 24/7 technical support and onboarding for diverse global users exceeded the capacity of the existing

4. COST PRESSURE

Operating in Europe entails high labour and infrastructure costs. Scaling with local hires would significantly raise the cost-to-deliver.

Why They Partnered with ITGoals

ITGoals was selected for its ability to provide long-term engineering and CX teams, not just rotating resources

- Stable, long-term software engineering and CX teams
- A delivery model built around knowledge retention, governance, and accountability
- Cultural alignment and time-zone overlap
- Enabling cost-to-deliver reduction (~40%) versus equivalent local hiring in Belgium without sacrificing quality

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Engagement Approach

ENGAGMENT

Dedicated Long-Term Teams

We assembled dedicated delivery pods, operating as an extension of their teams.

Team composition included:

- Full-stack developers
- Backend and Integration engineers ABAP & Fiori developers
- CX support agents
- QA & delivery governance roles

Integrated Planning & Co-Development

Delivery roadmaps were jointly owned. Scope, milestones, and priorities were aligned directly with the client leadership through weekly steering and operational reviews.

Hybrid Collaboration

Core delivery operated from Cairo with structured overlap and periodic on-site engagement in Europe. This enabled real-time communication, shared stand-ups and close alignment on product direction and customer feedback.

Enterprise-Grade Governance

We implemented sprint planning, delivery dashboards, QA gates, and audit-ready documentation aligned with Security controls and enterprise delivery standards.

Solution Delivered

SOLUTIONS

Platform & software engineering 01

- New integration protocols and regional connectors.
- Scalable, high-performance microservices architecture.
- APIs and real-time monitoring with sub-second response times.

Product development 02

- Modern UI with dashboards and configuration wizards.
- Drag-and-drop mapping, validation, and reusable components.
- Cloud deployment and CI/CD with frequent releases.

Customer experience 03

- Tier-2/3 support for complex integrations and onboarding.
- 99.99% platform availability and reliability.
- Knowledge bases, guides, and training for self-service.

DevOps & security 04

- CI pipelines, automated testing, and monitoring.
- Security hardening and compliance management.
- Alignment with SOC 2, ISO 27001, and GDPR.

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Outcomes Delivered

OUTCOME

COST EFFICIENCY

~40% lower cost-to-deliver compared to equivalent local hiring in Europe, achieved through Egypt-based delivery while maintaining senior-level capability.

DELIVERY STABILITY

Long-term, low-attrition teams ensured predictable products delivery and knowledge continuity.

QUALITY & COMPLIANCE

Structured governance, secure coding practices and SOC2/ISO-aligned controls ensured enterprise-grade quality and data protection

SPEED TO MARKET

(13 releases in 12 months) enabled the platform to respond quickly to customer needs and regulatory changes.

Technology Stack

- Integration – AS2/AS4, HTTP/S, FTP/SFTP, PEPPOL; XML, EDIFACT, X12, CSV.
- Engineering – Node.js/Java microservices; REST/GraphQL; React/Vue.
- Data – Streaming, SQL/NoSQL, real-time dashboards.
- DevOps – CI/CD, containers, cloud, monitoring.

QUALITY

Risk & Quality Management

- Role-based access control and encryption
- Structured change-approval workflows
- Multi-stage QA (unit, integration, UAT)
- Continuous documentation to eliminate vendor-dependency risk

Timeline

PHASE

01

Onboarding, knowledge transfer, process alignment

Stabilisation (Weeks 1–4)

02

Team scale-up, engineering and support teams, establishing CI/CD pipelines.

Expansion (Weeks 5–12)

03

Optimisation, roadmap execution, long-term support

Continuous Improvement (Ongoing)

Client Perspective

This engagement demonstrates how **ITGoals** can operate as a long-term delivery partner for enterprise integration platforms. By providing stable engineering and CX capacity, rigorous governance and cost-efficient offshoring, **ITGoals** enabled the client to accelerate innovation, maintain customer trust and scale globally without increasing operational risk or cost.