

# A U.S. Business Commerce Platform & Full-Stack Engineering X ITGoals Case Study

ACCELERATING GLOBAL COMMERCE  
AND RELIABLE PRODUCT DELIVERY

Presented by

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# Executive Summary

Element	Description
<b>Client</b>	A global business commerce platform provider that connects buyers and sellers through a digital trade network. The platform links more than 1.5 million companies across 190 countries, processes over half a trillion USD in transaction value, and hosts a marketplace with tens of millions of SKUs
<b>Industry</b>	Digital supply chain; payables automation; B2B marketplaces.
<b>Geography</b>	Headquarters in Northern Europe and the United States, with offices worldwide.
<b>Engagement type</b>	Long-term software engineering and full-stack development partnership. ITGoals provides dedicated pods from Egypt for platform engineering, feature development and customer-experience support.
<b>Headline outcome</b>	Accelerated product innovation, improved engineering velocity and ~40% reduction in cost-to-deliver versus local hiring, achieved while maintaining enterprise-grade quality, security and global compliance.
<b>Key results</b>	Stable, long-term engineering teams; faster feature delivery and release cadence; strengthened platform scalability and reliability; significant OPEX savings enabling reinvestment in innovation.

# Client context

The client operates one of the world's **largest business commerce platforms**. Founded in **2009**, the company's vision is to digitally connect every company in the world, creating economic opportunity for all by building technologies that provide access to affordable capital, increased efficiency and digital global trade. Its network connects 1.5 million buyers and sellers **across 190 countries**, enabling them to access supply-chain payments, **B2B marketplaces and apps**. The product suite covers accounts-payable automation, procure-to-pay solutions, e-invoicing, analytics and a marketplace containing **over 28 million SKUs**

# The challenge

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

## **1. PLATFORM COMPLEXITY & SCALE**

Supporting half-a-trillion-dollar transaction volumes, global e-invoicing compliance and a multi-SKU marketplace demands constant innovation. Developing new features (AI-powered AP automation, conversational analytics, private marketplaces) while maintaining uptime for a global user base requires deep full-stack expertise.

## **2. SPECIALISED TALENT SHORTAGE**

The platform spans microservices, cloud infrastructure, AI and big data. Recruiting and retaining senior engineers with this range of skills locally in Europe and the U.S. is expensive and time-consuming. Competition for talent slows delivery and increases turnover risk.

## **3. GLOBAL COMPLIANCE & SECURITY**

Operating in 190 countries requires adherence to diverse regulatory frameworks, including e-invoicing mandates, data-protection laws and supply-chain finance regulations. Engineering teams must build secure, compliant systems while delivering at speed.

## **4. COST PRESSURE**

Expanding engineering solely through local hires would significantly raise cost-to-deliver. The company needed to optimize OPEX without sacrificing the platform's quality or innovation pace.

# Why They Partnered with ITGoals

ITGoals was selected for its ability to provide long-term engineering 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**

# Engagement Approach

## Dedicated Long-Term Teams

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

Team composition included:

- Full-stack developers
- Data Engineers
- Mobile Developers
- 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 development occurs in Cairo with structured overlap windows for stand-ups and design reviews. Engineers periodically travel on-site to collaborate with product managers and compliance teams in Europe or the U.S.

### 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

## Platform & feature engineering 01

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- AP automation and AI for e-invoicing and regulatory compliance.
- Scalable marketplace and procurement workflows handling millions of SKUs.
- Modular payment orchestration for supply-chain finance and cross-border payments.

## Full-stack & UX development 02

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- Modern React/Vue dashboards for orders, invoicing, and messaging.
- Responsive UI optimized for desktop, tablet, and mobile.
- Self-service app-builder frameworks on top of platform APIs.

## DevOps & data platform 03

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- CI/CD, automated testing, and containerized deployments.
- Monitoring, logging, and incident management at scale.
- Real-time analytics and data pipelines supporting high transaction volumes.

## Customer experience & support 04

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- Tier-2/3 global technical and regulatory support.
- Complex integration troubleshooting for buyers and sellers.
- Documentation and training to enable self-service and reduce tickets.

# Outcomes Delivered



## COST EFFICIENCY

**~40% lower cost-to-deliver** compared with local hiring in Europe or the U.S., freeing budget for innovation.



## DELIVERY STABILITY

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



## COMPLIANCE & SECURITY

Robust development practices and global compliance expertise ensured adherence to diverse e-invoicing regulations and data-protection laws across 190 countries



## ENGINEERING VELOCITY

Improved release cadence and accelerated feature delivery across AP automation, marketplace and payments modules. Squads delivered multiple product increments per quarter.

## Technology Stack

- **Microservices & cloud** – Node.js/Java/.NET; Kubernetes.
- **Front end** – React, Vue; responsive & PWA.
- **Data & AI** – Kafka, SQL/NoSQL; ML automation.
- **DevOps** – CI/CD, IaC, testing, monitoring.

# 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, architecture knowledge transfer, environment setup and process alignment.

**Stabilisation (Weeks 1–4)**

02

Scaling squads; delivering initial feature enhancements; establishing CI/CD pipelines and support workflows.

**Expansion (Weeks 5–12)**

03

Iterative feature development, platform optimisation, regulatory updates and long-term support.

**Continuous Improvement (Ongoing)**

# Strategic impact

This engagement showcases ITGoals' capability to serve as a **strategic engineering partner** for a global business commerce platform. By providing **dedicated full-stack engineering squads** and rigorous governance **at a fraction of local costs**, ITGoals enabled the client to expand its platform, maintain compliance across 190 countries and accelerate innovation—strengthening its position as the world's largest digital trade network.