



#DigitalTransformation

Using our expertise & proficient services we helped plan, build, scale, & manage a wide variety of digital initiatives for Vesta.io under our digital transformation practice.

About The Client

Vesta.io

Vesta is a provider of innovative electronic payment solutions for the world's largest consumer brands. It is based out of Oregon, Portland and has been servicing clients for 26 years. Their transaction-guarantee platform utilizes machine learning and artificial intelligence based models to increase approvals of legitimate sales while eliminating chargebacks and other forms of digital fraud.

Vesta helps prevent huge losses, occurring due to fraudsters.

Companies hedge themselves by tying up with **Vesta**. Multiple top e-commerce stores rely on **Vesta** for safeguarding their customers.

Introduction to Engagement

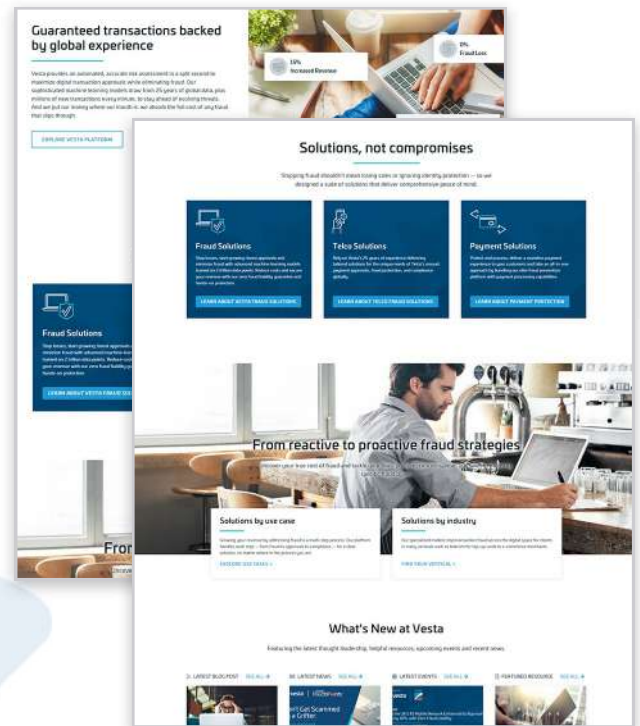
With the ambition to provide enhanced, disruptive value-added services to their clients and to move from traditional to contemporary Vesta embarked on a digital transformation journey in the year 2020.

Vesta approached **Copperchips** to leverage our product engineering services to aid their digital transformation journey.

Background

With every new endeavor, we are presented with novel sets of challenges.

During the course of the pandemic, e-commerce saw a boom world over. As digital transactions became mainstream, digital frauds also increased & brought great losses to companies that utilized digital modes of payments. A large number of e-commerce companies wanted to partner with Vesta and leverage their fraud detection services to safeguard their businesses. This created an urgent need for Vesta to transform their existing systems to be able to cater all their clients in a seamless way. Vesta needed the following as part of their digital transformation initiative



- Phase-out their legacy platforms and replace them with new enterprise-grade systems.
- Design & develop responsive and progressive portals for both customers and admins.
- Provide responsive native apps for both iOS and Android platforms to extend seamless experience on mobile devices as well.
- Cater to a bigger client base and seamlessly handle traffic to the tune of 10000 client requests a minute.
- Provide value-added and disruptive services to their clients.
- Develop, highly performant and scalable cloud-native systems backed by microservice-based architectures.
- Leverage cutting-edge technologies like React.js, Spring-boot, to fuel their digital transformation
- Provide insightful business reports to clients that will help them to make informed business decisions

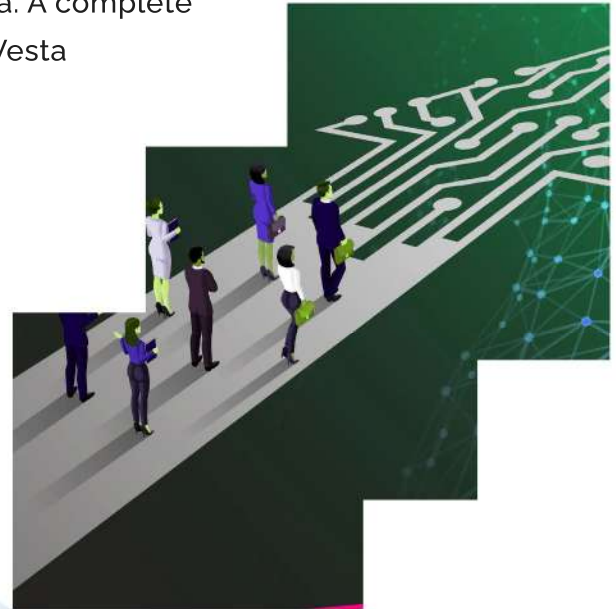
Transformation Journey Plan

We trust the process and rely on our skills & expertise to drive our projects.

We defined a bespoke digital transformation strategy for Vesta. A complete digital overhaul & a comprehensive strategy that would help Vesta to position itself as a leader in the Fraud Detection industry.

The transformation process started with mapping the user journeys to understand the major audience and creating a feature-rich, seamless experience on multiple channels.

Through us, Vesta is going through a complete digital transformation initiative & engagement that entails a lot of full-fledged services combined with our strategy. Our services enable Vesta to provide more service offerings & benefits to its clients and their users.



Solutions Delivered

Copperchips has been playing an instrumental role in developing Vesta's enterprise digital products where our work spans from designing, architecting, developing, and testing their multiple digital properties in a blended agile environment.

Well Researched UX Design & App

Designing of their front-facing apps where we are defining user journeys as well as Compelling experiential designs curated with industry's best practices that leave everlasting impressions on your clients and raise your brand's perception

Business Reports & Insights

Providing business intelligence by developing business reports that transform lot data into meaningful reports using PowerBI that will help clients to see vivid pictures and take informed decisions.

Mobile App Development

Developing high performant native applications for both Android & iOS platforms, while retaining a consistent look and feel across platforms.

Back End Development

Developing a robust backend system that powers the front-end web applications, as well as mobile apps in a microservice architecture, that is built on Spring Boot, Istio, & hosted on Azure cloud.

End to End Testing

We are providing both manual and automation testing services to develop production grade and highly performant systems.

Dashboard Development

Developing their internal admin dashboards as well as customer-facing dashboards on react.js & next.js by leveraging single page app SPA fundamentals.

Dev Ops Automation

DevOps services where we are automating Vesta's pipelines for quick & automated building, testing, and deployment of dockerized applications that are hosted on Kubernetes in Azure cloud.

Our Product Engineering Process

We leveraged the tenets of our product engineering service to develop all the digital products which are a part of this digital transformation initiative.

Discovery Phase

In the Discovery phase, we conduct brainstorming sessions to imbibe your Vision & Goal and find answers to who, where, when, why, what, and why for understanding the user journey and value proposition.

- Business Model Canvas
- User Flows
- Lo-Fi Wireframes
- High-Level Feature Set
- Broad Release Plan

Initiation Phase

We define the value proposition & the strategy of the product. We also design & define the entire development process that helps us optimize the results to maximize the value we deliver to our clients.

- Dev. Env. Setup
- Screen Designs
- Backlog Creation
- Test Framework Setups
- CI Setup

Delivery Phase

By the Delivery phase, everything is planned out and the systems are ready in place, the development team hits the ground running and starts delivering project artifacts sprint by sprint in an adaptive and incremental manner.

- Analyze
- Design
- Code
- Test
- Deploy

Evolution & Maintenance Phase

We set higher standards for the product by evolving it. Optimizing & evolving the product is of great importance for increasing conversion rate, improving customer satisfaction & better helping businesses to grow more.

- Support
- Maintenance
- Continuous Testing
- Measuring & Tracking Of Results

Technical Excellence: Highlights

- ✓ High-Velocity Project Delivery
- ✓ Entire Client-Base Porting
- ✓ Audits, Testing, & Optimization

Technology Stack

Front End - React.js | Next.js | Javascript

Back End - Java | Springboot | Webflux | Microservices

Native Mobile Platforms - Android | iOS

Cloud & Dev Ops - Microsoft Azure DevOps Services

Automation Testing - Selenium | Cucumber | Postman Scripts

Business Insights - PowerBI

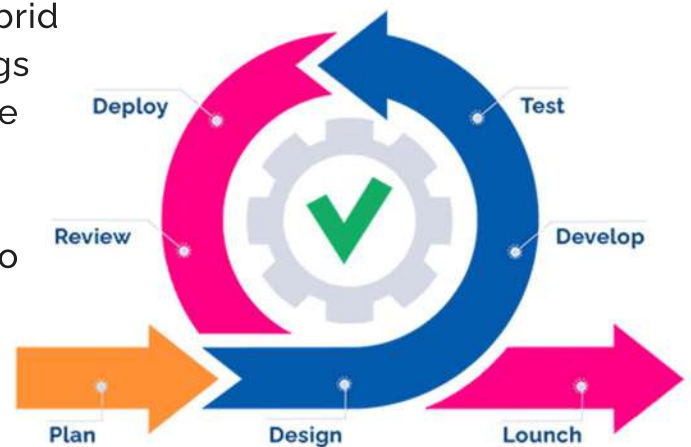


Introducing **BLENDED AGILE** **METHODOLOGY© (BAM)**

Through our innovations, we have devised a totally revolutionary methodology which we have proudly named Blended Agile Methodology (BAM).

BAM helps empower your projects. The Blended Agile Methodology is a uniquely improvised hybrid mix of Kanban & Agile methodologies that brings about the good of both worlds to guarantee the most optimum results.

Blended Agile Methodology is 100% exclusive to our company and is not to be found anywhere else. We incorporate the utmost leading-edge technologies to provide an enhanced set of services that are uniquely tailored to your business needs.



Client Testimonial



After **1 years** of relationship & execution of some very large projects, Copperchips is no more a vendor or a partner. It has become our extended development team. Agile methods combined with the crack development team, make working with Copperchips a very smooth experience.

Ten Truong - CIO Vesta



Contact Us Today!

&

Know more about our Digital Revamping services



www.copperchips.com



Talk to Our Experts