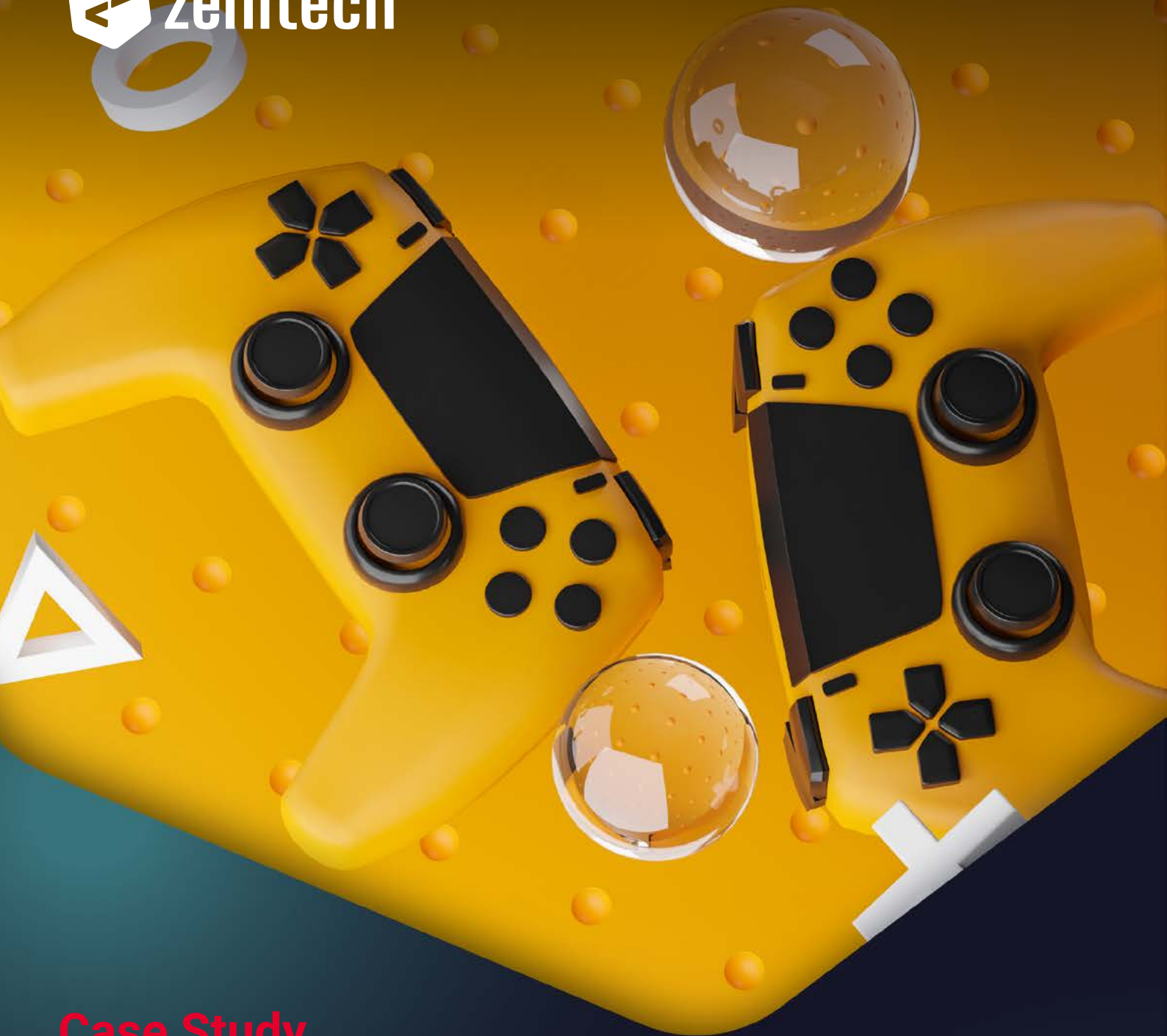




Case Study

Building for growth

A developer-first transformation

Customer
**Entertainment
Company**

Location
United Kingdom

Industry
**Entertainment
& Media**

Overview

The customer's developer platform was holding itself back. Affiliates seeking integration found no centralised developer portal, turning straightforward integrations into lengthy, painful experiences that deterred partners and stifled ecosystem growth. Deeper technical problems compounded the issue: commerce services lacked centralised API management with inconsistent security and performance bottlenecks; monolithic architecture tightly coupled systems, preventing individual scaling; scattered, outdated documentation prolonged integration timelines; legacy deployment methods struggled with modern demands; and absent standardised telemetry left operations teams troubleshooting blindly. The platform needed fundamental reimagining, not incremental fixes.

A complete infrastructure reimagining

Zenitech led a transformation touching every technical corner. The centrepiece was an external-facing affiliate portal, a complete reimagining of how people and organisations interact with the platform. Rather than forcing manual integrations, the new portal provided self-service tools, comprehensive documentation, and seamless integration resources, creating an ecosystem where developers could thrive.



Centralisation, modernisation, and visibility

Core commerce services migrated to a centralised API Gateway, creating single-point control for authentication, authorisation, rate limiting, and routing. The architecture evolved to event-driven design, shifting from tightly coupled synchronous calls to loosely coupled, event-based interactions—bringing flexibility and responsiveness. Heavy investment in a comprehensive knowledge base meant every API endpoint, integration pattern, and best practice was meticulously documented with practical examples.

Remaining commerce services migrated to Kubernetes, bringing modern container orchestration. Standardised telemetry across all services—consistent logging, metrics, and tracing, finally gave operations teams the visibility needed for proactive monitoring and rapid issue resolution.



Developer-friendly, operationally efficient, competitively advantaged

The transformation exceeded even optimistic projections. Developer experience changed dramatically. Affiliates who previously spent weeks on integration now completed it in days, empowered by self-service tools and centralised documentation. The previously stagnant external developer ecosystem began growing as the platform became easier to work with.

Operations teams shifted from reactive firefighting to proactive monitoring, identifying and resolving issues before customer impact. Standardised telemetry provided unified visibility across all services, fundamentally transforming platform health management.

Most significantly, OneCommerce now stands on a robust, scalable foundation supporting years of growth. Operational costs decreased through automation and efficient resource utilisation. The platform's reputation as a developer-friendly solution enhanced its competitive positioning. What began as necessary modernisation became a competitive advantage.

Technology Used

- API Gateway
- Kubernetes
- Event-Driven Architecture
- Authentication & Authorisation Systems
- Rate Limiting & Request Routing
- Logging, Metrics & Tracing Tools
- Container Technology



 www.zenitech.co.uk

 info@zenitech.co.uk

 linkedin.com/company/zenitechteam

 facebook.com/zenitechteam

 instagram.com/zenitech