



Case Study

Breaking through the development bottleneck

Customer
**Entertainment
Company**

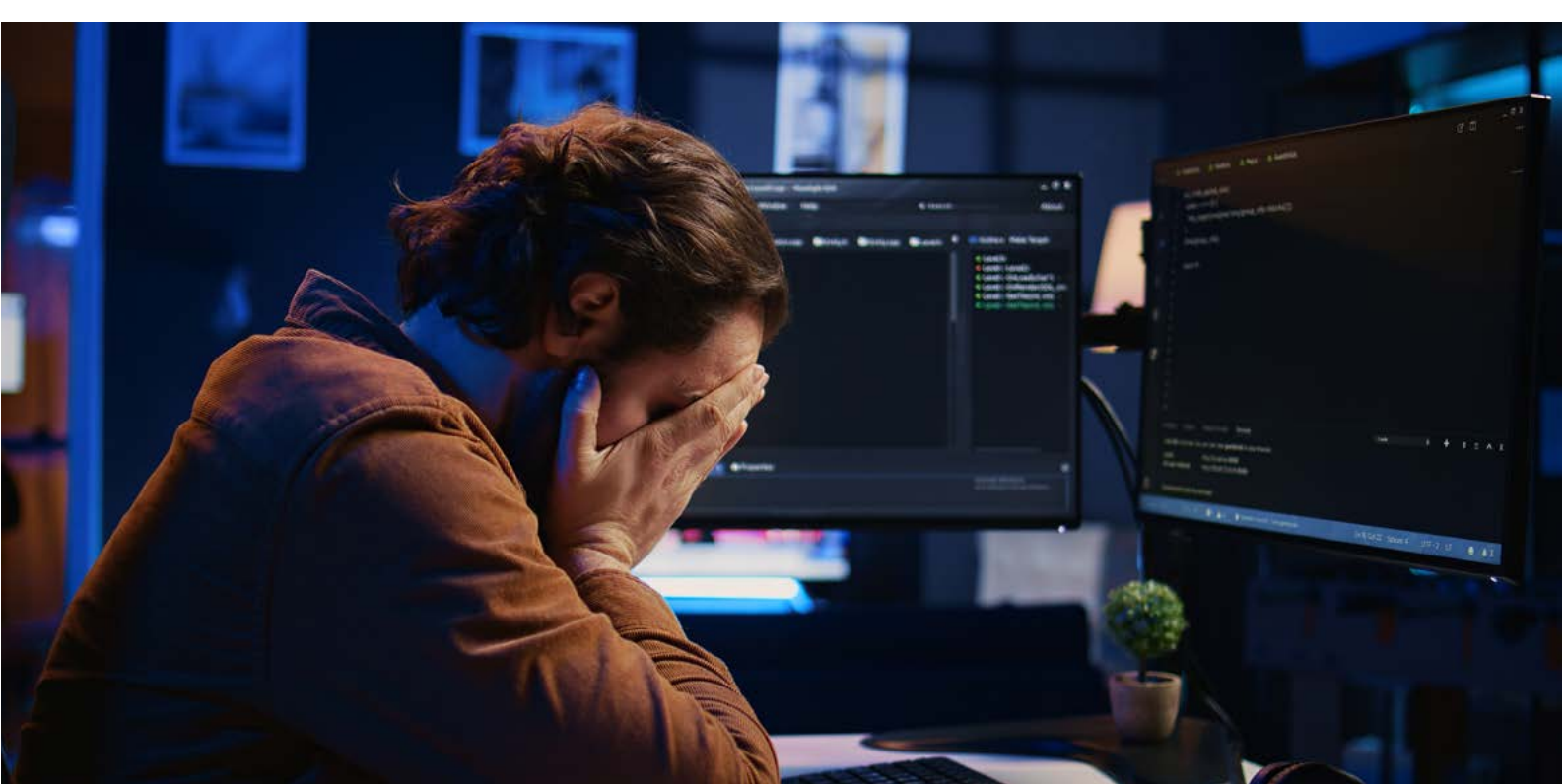
Location
United Kingdom

Industry
**Entertainment
& Media**

Overview

The customer's platforms faced a critical inflection point. Features were crawling through the development pipeline, taking weeks or months from conception to deployment. The disconnect between technical teams and stakeholders meant delivered features often missed expectations. Beneath these visible symptoms lay structural problems: accumulated technical debt, architecture that hindered maintenance, manual processes creating bottlenecks, siloed teams with limited visibility, and governance lacking transparency.

They needed comprehensive transformation, not quick fixes, but a fundamentally new way of designing, developing, and delivering features.



Embedding excellence

From vendor to integrated partner

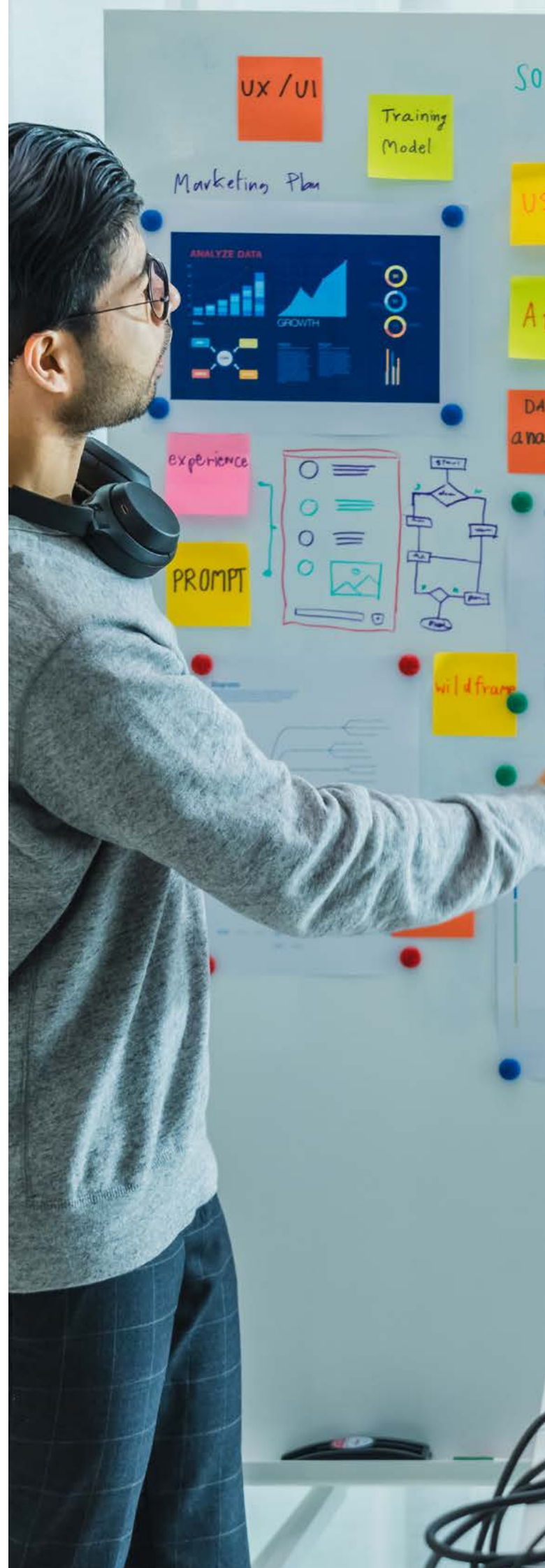
Rather than treating Zenitech as an external vendor, they took a bold approach: embedding Zenitech's teams directly within their delivery teams as integrated members. This created a unified culture of excellence rather than adding external capacity. At the core was stakeholder-centric design. Regular engagement loops ensured every interface and feature delivered genuine partner value, transforming the relationship between builders and users into shared understanding.

Iterative delivery and fast feedback

The development philosophy shifted dramatically. Instead of planning massive releases months ahead, teams tackled small, demonstrable milestones. This created rapid feedback loops throughout the lifecycle, enabling quick course corrections, early issue identification, and continuous alignment with evolving goals. Technology decisions were made strategically with long-term viability in mind, minimising technical debt while enabling future enhancements.

Automation, speed, and transparency

The transformation embraced continuous integration and automation. Manual processes that consumed developer hours were automated, reducing human error and creating process repeatability. Features moved from code inception to tested, running software swiftly; enabling multiple builds per day. Most revolutionary was the governance approach. Rather than opaque reporting, the team built a framework emphasising openness. JIRA became a central hub for tracking tasks and communication. Regular show-and-tells demonstrated progress, solicited feedback, and maintained open stakeholder communication, building trust and ensuring accountability.



Transforming delivery and building permanent capability

Development velocity increased dramatically. Features that had languished for months now moved from conception to production in weeks, sometimes days. Regular feedback loops enabled quick course-correction, avoiding costly mistakes. Iterative milestones meant value flowed continuously rather than in risky large releases. Stakeholders saw real-time progress, building confidence for their own planning.

The embedded team model proved transformative for knowledge transfer. Working side by side, teams organically shared methodologies, approaches, and expertise. This wasn't knowledge walking out the door when contracts ended, it was genuine capability-building that permanently strengthened their internal teams.

Their Partner platforms now exemplify rapid, quality-conscious feature delivery. What began as a project to develop features became a blueprint for technology delivery across the organisation. The approach; combining embedded partnership, stakeholder focus, iterative development, automation, and transparent governance established a new standard that continues influencing their initiatives.

Technology Used

- JIRA
- Continuous Integration/Continuous Deployment (CI/CD) Pipeline
- Automated Testing Frameworks
- Version Control Systems
- Modular Architecture
- Agile Development Tools
- Monitoring and Observability Tools
- Collaboration Platforms

