

# Expanding Engineering Capabilities to Foster Growth



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CASE STUDY : ROOSTIFY

## Background

**CLIENT**  
Roostify

**INDUSTRY**  
FinTech

**HEADQUARTERS**  
San-Francisco, California

**FOUNDERS**  
Rajesh Bhat

**FOUNDED**  
2012

<https://www.roostify.com>



# ROOSTIFY

A **unified digital mortgage platform** that allows an easy and flexible lending experience for home buyers. The platform helps lenders to easily collaborate with customers, bringing down the turnaround time and reducing possible risks involved.

# Challenges



## Keeping Pace with Business

Roostify wanted to expand their engineering team for addressing growing business demands from existing, newly-signed and prospective customers simultaneously.



## On-boarding Customers Quickly

Integrating Roostify with banking systems used to take significant time while onboarding new customers.



## Reducing Cycle Time

Accelerating implementation of certain features, which are pre-planned in the product roadmap, to serve existing customers better.



## Increasing Product Adoption

Keeping the product ready with third party software integrations, often used by the prospective marquee banks.



## Solution

### 1 Expanding the tech team

We set up a dedicated team to meet demands from existing customers without affecting product roadmap.

Ramped up the technology team

We added **25 engineers across skills** in a month and ensured the process was faster than industry standards. Scrum teams, with developers and QAs, delivered features independently from design to deployment.



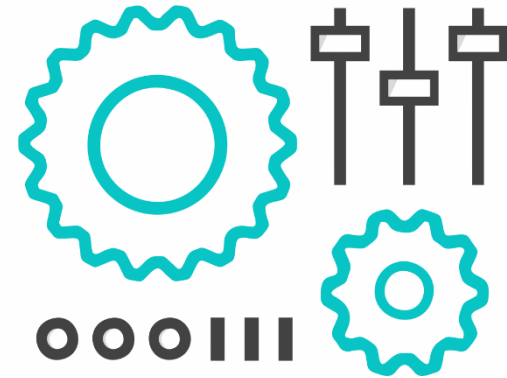
## Solution

### 2 Easing integration with third-party systems

Simplified integration with large banks involving various systems like Loan Origination Systems (LOS), Customer Relationship Management (CRM) and Product & Pricing Engine (PPE) etc.

#### Customized Future-Ready Middleware

Considering the expensive and non-customizable software available off-the-shelf, we designed a highly customizable and future-ready middleware. This not only **simplified customer onboarding** but also enabled **faster customer acquisition**.



## Solution

### 3 Enabling new customer acquisition

Increased product adoption, by integrating the product with multiple third-party software/services used by banks across different categories.

#### Integrating with Third Party Software

We integrated the product by creating services for each category of software used by banks like PPE (Product and Pricing Engine), Credit Service, eSign service, Verification, Automated Underwriting System (AUS), etc. **These readily available integrations influenced product adoption, which was crucial for accelerating customer acquisition.**



## Results



### Fulfilled Business Demands

With a diligent team in place, Roostify could ship features quickly to serve all customer categories- prospective, existing and new.



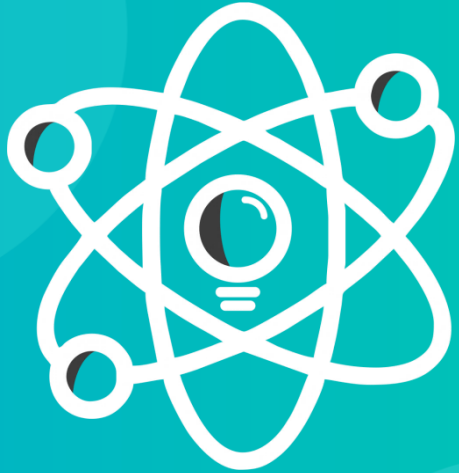
### Eased Customer On-boarding

Reduced time spent on integrations with third party systems while onboarding new customers.



### Reached the Next Milestone

Played a crucial role in achieving the next milestone by delivering on product roadmap, which helped them to move to next stage.



## Technology

Java  
Spring Framework  
Camel Enterprise Integration  
RoR  
React JS  
Snowflake Warehouse

## Infrastructure

AWS  
Heroku  
Docker







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