

# Accelerating Custom Software Development

## Industry:

Professional Services

## Challenges:

- Legacy Technology
- Modern Software Architecture
- Rapid Product Delivery

## Improvement Themes:

- Upskilling Teams
- Implement a Modern Software Architecture and Delivery Platform

## Location:

Milwaukee, WI  
USA

## The Company

A global architecture, design and planning firm with over \$1 billion in revenue and dozens of locations across four continents.

## The Business Need

The firm was struggling with legacy technology that could not scale to meet the its growing demands, either in terms of adding customers or new features.

To continue growing and fend off new competitive threats, they needed to deliver new products to the market and upskill their software development and delivery teams. They were seeking a partner capable of doing both – using new technology to develop products while upskilling their teams.

## Enter Centric

The company partnered with Centric Consulting to leverage our Centric Construct offering. Construct is a software product design and delivery ecosystem comprised of a proven technology stack with a defined development and build approach delivered by a team of craftsmen.

Our Modern Software Delivery team brought in our Product Development Studio to facilitate UI/UX design with a workflow that seamlessly connected design to development. This included ready-made design components and a reusable asset library, which accelerated product development and provided the client with a customized version of the product development studio they could use for future development.

In addition to providing a software development framework and stack, our teams needed to enhance how the company developed and delivered applications. To meet this need, we leveraged our FastForge platform to establish modern reference architecture, developer practices and a testing framework built on an Azure DevOps pipeline to deploy Docker containers and AppServices to the Cloud. We installed our FastForge platform in less than 30 minutes and provided the team with multiple environments, pre-integrated testing frameworks, linting and code analysis tools, and a .NET API/React reference application.

3

product lines  
launched

<6

months from Ideation  
to Marketable Product

Skilled

staff can now rapidly  
develop and deliver new  
technology solutions

**“Centric Construct is not just about new approaches to development. They start from day one working product code and infrastructure code, with a culture that accelerates learning, builds trust, and sets teams and organizations up for long-term success, scalability and flexibility”**

- Head of Product and Cross-Digital Platform Strategy