



# THE SPARK THAT LAUNCHED A NEW INITIATIVE



## INDUSTRY

SUPPLY CHAIN AND RETAIL SOLUTIONS

## ENGAGEMENT

STRATEGY  
ARCHITECTURE  
DEVELOPMENT  
DEPLOYMENT

## TECHNOLOGIES

GOOGLE CLOUD, DOCKER,  
NOSQL DB, BIGQUERY, JAVA,  
PYTHON, MICROSERVICES  
ARCHITECTURE

JDA Software is a market leader of end-to-end, integrated retail and supply chain solutions for more than 4,000 customers worldwide. Headquartered in Scottsdale, AZ, and with more than 70 offices around the world, changing the way a company with annual revenues of over 1 billion dollars does software was quite a challenge.

## DIAGNOSIS

Serge Massicotte, JDA's CTO, came to INGENO in early 2014 to leverage our expertise at building world class Cloud solutions at enterprise scale. With a sizeable portfolio of on-premise products, they knew the only way to meet their growth objectives was to transform themselves into a SaaS company.

They already had many talented teams of developers and, in hindsight that was part of the challenge. As everyone wanted to be involved, it became hard to focus on what was really important and get traction everywhere at the same time.

## RESULTS

CLOUD & DEVOPS BEST PRACTICES

IMPROVED CODE QUALITY AND VELOCITY

FRAMEWORK FOR GROWTH

“ We needed world renown technical expertise that was critical for our company and thus had to meet the highest standards.

INGENO is also helping us improve our development best practices. They were able to produce impressive results. I have an unwavering confidence in their abilities.”



**Serge Massicotte, CTO,  
JDA Software**

## CONSTRUCTING A FOCUSED TEAM AND GETTING TRACTION

One of the main contributions from INGENO was to create the right conditions for the spark to happen. Becoming a SaaS company today is not that technically difficult. It's more of a human challenge. The benefit from a technological shift to Cloud providers and Software as a Service (SaaS) relies mostly on changes in mindset, responsibilities and processes.

INGENO proposed pairing 2 of our Ninjas with no more than 8 developers selected across different teams from JDA. These were not necessarily the most seniors and they did not all have previous knowledge of Cloud environments. But they had the right mindset, were willing to change the way things are done and were eager to learn.

## AN EMPHASIS ON EXECUTION

Instead of doing exploratory work or building a prototype, the initial effort was to tackle a real project. Built from the ground up in less than 4 months, the team delivered a production quality, SaaS enabled segmentation engine for JDA's new Retail.me product line. Using java technologies from Google Cloud Platform, a microservices architecture, a NoSQL datastore, big data distributed processing and deployment tools like Docker, this product can process terabytes of daily data and deliver real value to JDA's customers.

The technological choices were important but, what had the biggest impact was transitioning the team to an agile approach using Test Driven Development (TDD), continuous integrations and deployments. Learning that small is beautiful and simple is gold became gradually ingrained in how the team approached each feature.

## BUILDING ON SUCCESS AND DELIVERING INNOVATION

In hindsight, JDA realized that reading about SaaS and the Cloud online is not enough to get traction, pick the right approaches and start executing successfully. It takes a lot of maturity to ask and work with outside help. They've shown that, with a small and focused team who is willing to learn and let go of past habits, it's really possible to deliver real benefits in short amounts of time.

Working hand in hand, JDA and INGENO were able to deliver a game changing project. In turn, this sparked a new mindset, putting innovation at the center of JDA's vision. INGENO continues its partnership with JDA on other projects. This initial success now provides traction and allows other teams to build on this new expertise.



Looking for a software development partner ?

Get in contact with us by writing to [info@ingeno.ca](mailto:info@ingeno.ca) or by visiting [ingeno.ca](http://ingeno.ca)

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INGENO is successfully driving innovation with many North American companies and extending development teams at **InsideSales** (CA & UT, USA), **JDA Software** (AZ, USA), **DriveScale** (CA, USA), **Halogen Software** (ON, CANADA) with turn-key DevOps delivery at **Athlex** (QC, CANADA) and **Opération Nez rouge** (QC, CANADA).