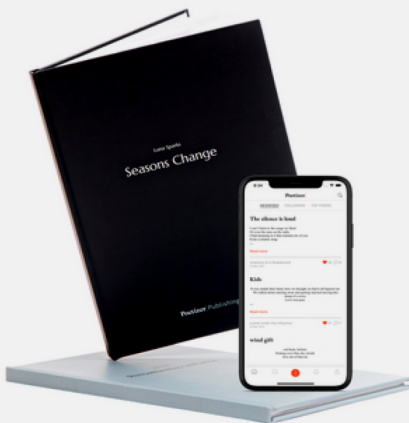# CodeNOW enabled Poetizer to migrate to a scalable microservice architecture and achieve rapid growth

Poetizer migrated from monolithical architecture with slow and error prone releases to continuous delivery with tens of intra-day production releases with confidence.

Poetizer is a technological startup that aims to innovate the publishing industry globally by offering writers an all-in-one writing, networking, and publishing platform.

Before partnering with CodeNOW, Poetizer was struggling with slow delivery of new features, a monolithic platform that was difficult to scale, and limited control over their code which was maintained by 3rd party.

Achievement points

- Gave Poetizer back control of their code by adopting CodeNOW which gave them ownership and full transparency over source codes, build pipelines, configuration management and release management

- Reduced onboarding time by 5x with CodeNOW's single login, allowing developers to onboard 80% faster for a more efficient development process.

- Exponentially increased deployments, enabling Poetizer to quickly deliver new business features and meet challenging deadlines for key monetizing features with CodeNOW's fast-paced delivery loop.

Background story

Before partnering with CodeNOW, Poetizer was facing several challenges in their technology infrastructure, solution performance and 3rd party delivery teams activities. Their existing outsourced development provider was unable to keep up with the company's rapid growth and the increasing demand for new features. The monolithic platform was not designed for scalability, and any changes made to the platform were slow and costly. This meant that the time to market of the new features was too slow to keep up with user expectations.

Additionally, Poetizer had limited control over their code, which made it difficult to make changes quickly and efficiently. They needed a new solution that could help them migrate to a scalable, microservice-driven architecture and enable rapid growth. Poetizer was also facing pressure to meet investor expectations and deliver monetizing solutions quickly, which meant they needed to find a new technology partner who could help them achieve these goals in a timely and efficient manner.

Goals step by step

By partnering with CodeNOW, Poetizer was able to achieve several key benefits and goals:

- 1st all source codes were migrated to delivery platform owned by Poetizer and not by the vendor

- Next, build pipelines and continous deployment was setup so it was frictionless from the developer perspective

- Solution was rearchitected to better leverage cloud platform services and features to enable horizontal scalability

Customer feedback

CodeNOW allowed us to easily manage multiple teams working on different parts of our solution using several programming languages. CodeNOW features, as well as the assistance of the entire CodeNOW team, have been a great help to us in our efforts to transform and expand our original monolithic solution. Cloud native development doesn't look so scary anymore, it is enough to use quality tools.

Lukáš Sedláček
Founder, CEO

Conclusion

Partnering with CodeNOW enabled Poetizer to migrate to a scalable microservice architecture, gain control of their code, and achieve rapid growth. With improved onboarding speeds and the ability to deliver new business features quickly.

Poetizer can continue to innovate the publishing industry and empower writers worldwide.

Book a meeting with us to find out how CodeNOW can cure your pains today.

Book a demo

codeNOW.com