

# CUSTOMER SUCCESS STORIES

DISCOVER HOW CONSO4RS HAS DELIVERED  
SUCCESSFUL PRODUCTS AND PROJECTS  
FOR A RANGE OF CLIENTS

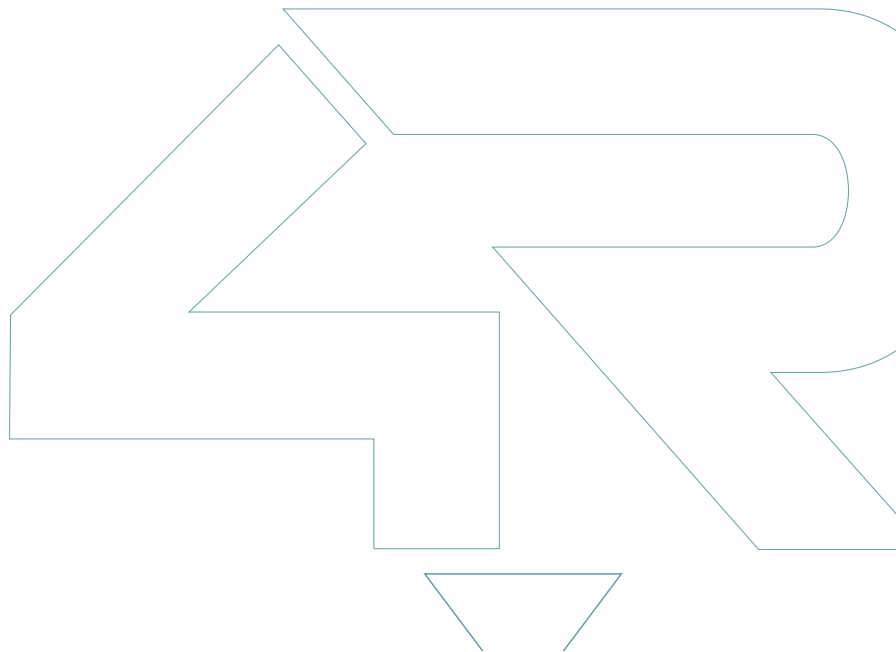


# BOOSTING APP DEVELOPMENT IN THE PAYMENTS SPACE

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Industry – Finance and Telecoms

Service – Product Development and Maintenance



*“In Conso4s I have a partner who has delivered the efficiency gains, development capacity and team stability critical for our product owners and new features commitment”.*

*“Conso4s took ownership of key documentation and establishing a best practice framework, addressing previous frustrations and enabling collaborative creation of a highly valued application development.”*

*Bob Baker, CEO, Signum International*

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## Project Summary

Faced with a features backlog and increasing performance concerns with their existing provider, Signum International turned to Conso4s to partner with them for their custom developed software product for the merchant services sector. Conso4s was able to help Signum regain development momentum, product owner confidence, while bringing all the software up-to-date.

## The Client

Signum International is a billing analysis provider with more than 20 years of experience. Its services are used to identify opportunities and retain customers in the B2B sector, helping customers such as mobile network operators and managed service providers turn complex billing into powerful insights and actions.

As a result of its success, Signum diversified into the card payments acquirer space, working with a specialist B2B global payments processor to develop a solution to allow them win, retain and grow their customer base.

## The Challenge - Underperforming Partner

As a specialist in the billing analysis space, Signum International was invited to expand its offering into the merchant payments processing sector, which enables business owners take payments for goods and services through various card associations. Signum self-managed an initial application build using a contractor, but it quickly became clear the stakeholder's drive to digitise and automate, meant a larger development team would be needed to manage and evolve the product.

It chose an offshore partner to industrialise the application and provide on-going enhancements, maintenance and operational support. However, as the partnership progressed, Signum didn't feel it was receiving value for money and had concerns about the third party's stability. At this point, Signum contracted Conso4s as a replacement provider.

### What Conso4s did

Conso4s used its **Observe – Perform – Own** approach to on-board the application into its management over a period of eight weeks. It quickly became apparent that even basic maintenance of the software stack had not been carried out and best practice code management had not been progressed as feature requests had expanded. A key member of the previous team was rapidly identified and on-boarded to provide continuity and to de-risk the process.

**“Conso4s took ownership of key documentation and establishing a best practice framework, addressing previous frustrations and enabling collaborative creation of a highly valued application development,”**

says Bob Baker, CEO, Signum International.

## Project Results

Signum has moved from making losses in this area to profitability. Product development and maintenance is now undertaken against a defined roadmap which was co-created and is maintained with the client.

Regular feature releases have also helped the company create a new revenue stream. In line with our client-centric approach – “Your software, your IP, 100% access” - the software and runtime environment are now owned and accessible by the client, ensuring it retains full control and ownership.

Reflecting on the project, Baker adds: “In Cons04s, I have a partner which has delivered the efficiency gains, development capacity and team stability critical for our product owners and new features commitment.”


*"Find out how we can take care of your tech needs while you take care of business"*


# ABOUT CONSO4S

THE **ON-DEMAND TECH TEAM**  
WE SOLVE YOUR PROBLEMS

Our expert technology team solves your business problems, from software development and maintenance to CTO-as-a-Service.

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