

FINDING THE REQUIRED EXPERTISE



Challenge: In need of high-end app development

iovation® is the world's largest device-based fraud prevention network. It frequently develops SDKs and customer apps for iOS and Android devices. A new SDK Device Print required development of an iOS-based app in ways their team did not have experience with. However, past experiences with off-shore app development agencies had not been satisfactory. iovation was reluctant to outsource, but needed a team of experts to build the required app.

15% uplift in revenue from existing customers using the app

Solution: A reliable team of engineering experts

Colleagues recommended to iovation the team from Balance Software. In addition to having a reputation for quality work and responsiveness, Balance had the iOS/Mac/Apple engineering experience iovation needed for the special app development. And as it happened, Balance Software is located in Portland, as is iovation. Off-shoring the work was no longer an issue.

Balance Software reviewed requirements, including the security requirements, delivered the app, and provided clear and concise communication throughout the development process.

“When we needed some extra development capacity, Balance Software provided an expert local engineer that worked closely with our Portland team to accelerate the project with minimal ramp up time. That helped us deliver new capabilities to our clients faster without stalling other projects in flight.”

Scott Waddell, CTO, iovation

Results: Increased revenue from existing customers

With the SDK app for Device Print, iovation not only saw an immediate increase in mobile traffic, revenue from existing customers using the app realized a 15% lift. With expertise from Balance Software, iovation was able to plug security, fraud prevention and trust into the SDK's client side features beyond their SaaS offering, opening up a new integration point.
