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FAST FORWARD TO THE FUTURE

CASE STUDY

PH Leading Budget Airline

Soaring Ahead in Mobile Excellence

Mobile Managed Software Services (Android & iOS)



Background

The Philippines' leading low-cost commercial airline faced the opportunity to accelerate development and improve the quality of their flagship booking application. The app, used by millions of travelers, was experiencing slow feature delivery, issues, and bugs. With a crucial 2025 roadmap at stake and the previous development pace falling below acceptable thresholds, the airline required a reliable tech partner, fast, so the airline turned to Stratpoint.

What began as a high-stakes collaboration with Stratpoint has evolved into a transformative engagement. Stratpoint deployed a full-scale mobile managed services team focused on iOS and Android development and QA. The collaboration was a strategic move to boost the booking app and accelerate and optimize mobile innovation.

Declining App Performance Amid a Tight Roadmap

The airline's booking app is more than just a mobile app; it's a critical digital touchpoint and revenue channel for the company. However, they were grappling with serious issues in development:



Bugs and errors, exceeding their 2-3% threshold for acceptable defects



Increased development demands, requiring expanded capacity to keep pace with the airline's 2024-2025 product roadmap



Misalignment between their incumbent tech vendor and internal IT teams

Despite giving the incumbent provider multiple chances to improve, the airline found themselves falling behind. With a 2025 roadmap looming and mobile transactions playing a growing role in customer engagement and revenue, the company decided to onboard an additional team to get development back on track.

Mobile Managed Services to Speed Up Development and Clear Technical Debt

The airline selected Stratpoint to provide mobile managed services for their flagship booking mobile app, encompassing mobile app development and QA for both iOS and Android platforms. The engagement includes a team of 25 skilled resources, including 14 mobile developers, 6 QA engineers, 2 business analysts, 2 tech leads, and 1 project manager.

Key values provided by Stratpoint:

- **Rapid mobilization:** Able to fully deploy in under one month, meeting the airline's aggressive timelines.
- **Proven track record:** A history of successful QA transformation engagements with the airline.
- **Robust delivery framework:** Clear, scalable implementation processes tailored to mobile-first development.
- **Mobile expertise:** Deep experience in mobile tech, particularly in high-traffic customer-facing apps.

The scope includes not only accelerating development but also helping the airline optimize the mobile booking app and clear technical debt. The overarching goal is to deliver a more stable, efficient, and user-friendly experience for millions of travelers.



Agile Reorganization and Embedded Collaboration

One of the most impactful decisions made during the engagement was the airline's initiative to restructure the team in the middle of the project implementation to streamline the development process and further optimize the app. Instead of maintaining separate iOS and Android teams, Stratpoint's developers and QA engineers were reorganized into five cross-functional squads, each responsible for a different customer journey within the app.

In addition, some Stratpoint's developer leads were appointed to be part of the airline's tech governance, serving in an advisory capacity to their Tech Group. The developer leads' involvement helped streamline technical architecture and align decisions across teams, drawing from Stratpoint's broad experience in platform engineering and enterprise integration.

This shift enabled:

- Faster, more cohesive development cycles
- Tighter collaboration across platforms
- Smoother issue triage and bug resolution

In response to evolving team needs, two business analyst roles were converted into direct development resources, further boosting the team's capacity to deliver.



Stability, Speed, and Strategic Growth

The mobile managed service initiative has already begun to yield tangible benefits for the airline. With Stratpoint's expert team in place, the airline is experiencing improved development velocity and a noticeable reduction in production quality issues. These improvements support the broader business goals of:

Faster deployment

Delivering features and fixes more efficiently and with increased velocity

Fewer production issues

Reducing bugs and production defects that impact customer experience

Optimized codebase

Streamlining app performance and maintainability for future scalability

Strategic growth

Driving product enhancements to grow revenue and transactions, even incrementally.

With strengthened mobile development in place, the airline is accelerating toward a faster, smarter, and more scalable digital future. The airline is well-positioned to deliver a seamless mobile experience through the booking app, advancing toward becoming a leader in airline technology.

From Acceleration to Optimization

With a renewed focus on mobile innovation, the airline is reclaiming control over the performance and pace of their flagship booking app. By bringing in a new development partner and reorganizing their teams for greater agility, the airline is overcoming earlier roadblocks and making significant progress toward their 2025 digital roadmap.

Beyond just catching up, this transformation is about building a more stable, scalable, and responsive mobile experience for millions of travelers. The improvements in speed, stability, and collaboration are setting the foundation for continued product growth, enhanced customer satisfaction, and increased digital revenue.

The airline's investment in strengthening their mobile capabilities reflects their broader vision of leading in delivering convenient, technology-powered travel experiences. And with the right support structures in place, that vision is becoming reality.

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About Stratpoint

Stratpoint is the digital acceleration partner for companies ready to transform. With expertise in agile software development, quality assurance, Cloud, data, and AI, it empowers businesses to boost efficiency, improve decision-making, and gain a competitive advantage in today's digital economy.

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