



Case
Study

How a Leading PSP Enhanced Capacity Without Replacing Its Platform



About the Company

Our client is a leading Print Service Provider (PSP) that produces millions of customer communications including statements, invoices, letters, and other business-critical documents using a proprietary document generation platform developed and maintained entirely in-house.

The client owns and controls every aspect of its technology stack. This approach provides greater flexibility, enables rapid customization, and eliminates dependency on third-party software vendors. However, it also places full responsibility for platform development, maintenance, scalability, and ongoing enhancements on the client's internal engineering team.

As the business continued to grow, maintaining the pace of innovation while supporting increasing customer requirements became a significant operational challenge.

The Challenge

The client's document platform sat at the heart of its operations, making engineering capacity critical to business success. As transaction volumes increased and customers requested new document, business rules, and client-specific enhancements, the backlog of development requests grew steadily.

The internal engineering team was highly capable, but demand was outpacing available resources. Every delayed enhancement impacted the client's ability to respond quickly to customer needs and support new business opportunities.

The organization needed additional development capacity. They wanted to preserve complete ownership of their proprietary technology while accelerating delivery.

Their key objectives were to:

- Increase engineering capacity without replacing their proprietary platform
- Retain full ownership of their intellectual property and development processes
- Avoid lengthy onboarding periods typically associated with external vendors
- Integrate additional developers seamlessly into their existing engineering workflows
- Accelerate the delivery of platform enhancements without disrupting ongoing operations

The client was looking for a partner who could complement its engineering team rather than replace it.

Our Solution

BelWo provided experienced Java developers who became an extension of the client's existing engineering team.

Instead of recommending a platform migration or redevelopment initiative, BelWo focused on strengthening the client's current development capability. The embedded developers worked within the existing technology stack, development processes, and governance framework, allowing the client to continue enhancing its platform without introducing unnecessary complexity or operational risk.

This collaborative approach enabled the client to increase development capacity while maintaining complete control over its proprietary platform

Why the Engagement Worked



Rapid Knowledge Transfer

BelWo worked closely with the client's technical stakeholders to understand the platform architecture, business logic, coding standards, and development workflows before taking ownership of development tasks. This structured onboarding approach significantly reduced the time required for the team to become productive.



Specialized Java Expertise

By providing developers with strong Java experience, BelWo was able to integrate quickly into the client's engineering environment. The team focused exclusively on supporting development activities, allowing internal engineers to remain focused on strategic priorities while additional capacity addressed the growing backlog.



Focused Delivery Model

The engagement was intentionally scoped around software development services, creating a straightforward commercial model and minimizing project overhead. This allowed the client to scale engineering resources without introducing unnecessary complexity into the engagement.



Collaborative Partnership

The relationship began through direct conversations at an industry event, where both organizations established technical alignment before formal project planning. This early collaboration created a strong foundation of trust and enabled the engagement to progress efficiently.

Business Impact

The engagement has progressed rapidly and is currently in its final contracting stage, with an on-site kickoff already scheduled.

Once fully operational, the partnership is expected to deliver several measurable business benefits:

- Faster turnaround for platform enhancements, bug fixes, and client-specific development requests
- Increased engineering capacity without expanding the client's permanent workforce
- Continued ownership and control of the proprietary document platform
- A flexible delivery model that can scale alongside future business growth
- Zero disruption to existing systems, development processes, or customer operations

By extending the client's engineering capability rather than replacing existing technology, BelWo is helping transform software development capacity from an operational constraint into a strategic advantage. The engagement demonstrates how targeted engineering augmentation can enable organizations with proprietary platforms to accelerate innovation, improve responsiveness, and support continued growth—without compromising the technology investments that differentiate their business.

About Us

BelWo develops, deploys, and manages Customer Communications Management (CCM) solutions for enterprises and print service providers worldwide. As a solutions-focused partner with deep expertise in CCM, enterprises turn to us to support complex CCM initiatives that range from smaller-scale document applications to full-scale omnichannel digital experiences. Our mission is to help our clients meet strategic CCM goals, add value to every customer communication, reduce costs and improve the workflows of mission-critical CCM processes.

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