

An aerial night view of a city, likely San Francisco, with a prominent network overlay of glowing white nodes and connecting lines. The city lights are visible in the background, and the network lines form a complex web across the scene. A central white rectangular box contains the main text.

**TRANSFORMING LEGACY PRODUCTS AND  
BUILDING POLISHED SCALABLE APPLICATIONS**

To help boost sales and provide a streamlined and integrated platform for users, PSL created a custom marketplace platform for this leading programmatic advertising company. The PSL team continues to work closely with the client to improve legacy applications and build new platforms and recommendation engines.

## Technologies:

---



## Results:

---

- 5 additional projects commissioned
- Comprehensive refactoring
- 40% increase in testing automation on one product
- Technical debt reduction
- 90% of test cases automated on one product
- Sophisticated, big data back-end application
- Above 80% of code coverage

## The Challenge:

---

Outsourcing software development services can present significant challenges if you're not working with a reliable partner in a similar time zone. For a programmatic technology solutions company, outsourcing development to the other side of the world meant extended delays in production and the inability to iterate and adapt the functionality of the product, or deliver an MVP. The company was trying to solve for:

- Cumbersome documentation processes
- Very little team time alignment
- Production delays
- Lack of coordination between teams and vendors

## The Solution:

---

With PSL, our client selected a partner, not an outsourcing vendor. PSL's strong adherence to Agile methodologies meant frequent iterations, extensive client collaboration and proactive problem solving. The result was a sophisticated and polished marketplace application featuring a robust, big data back-end that interacts with other parts of the larger platform. PSL is also building a recommendation engine dashboard dictated by machine learning algorithms.

The client has been incredibly impressed with PSL's ability **to build new products from scratch using sophisticated technologies and frameworks while clearly understanding the complexity and scale of the space in which the client conducts business.**



---

Want to achieve more with your software development?  
Contact PSL at [contact@pslcorp.com](mailto:contact@pslcorp.com) to start a conversation.

**PSL**

[www.pslcorp.com](http://www.pslcorp.com)