DEAZY

Making product delivery easy with the help of Deazy

Learn how Deazy can help deliver digital products and aid businesses with fluctuating capacity.

Industry:
Hospitality & Leisure

Product:
Orderbee

Technologies:
Node.js, Vue.js, React Native, QA

Team Location:
Ukraine, Poland

" **Deazy's developers play a vital role in the delivery of Orderbee. The flexibility of their teams and speedy onboarding process, allowed us to start adding value to our business quickly, free up inhouse resources when we needed them, and continue delivering our new product alongside our client pipeline.**"
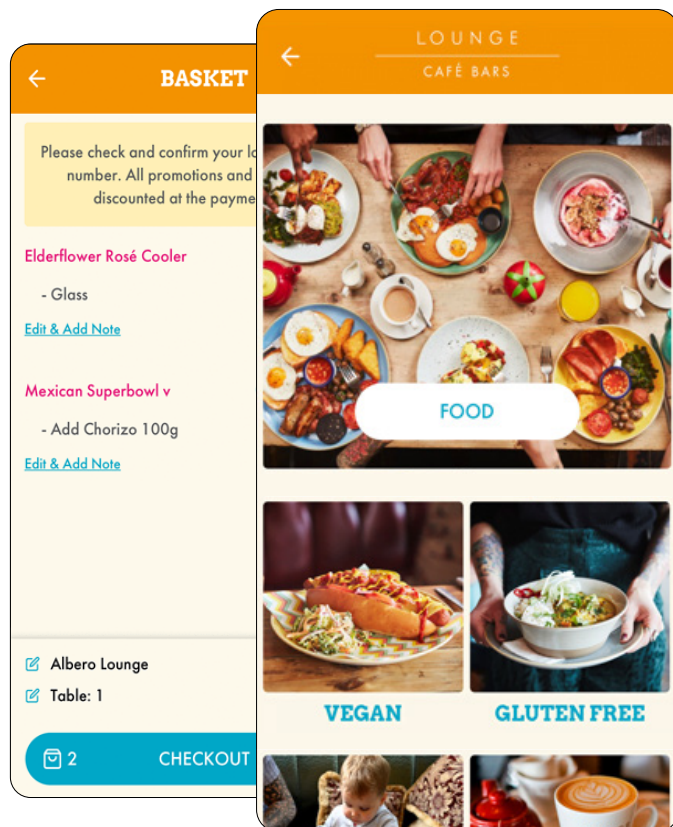
Nick Holroyd-Doveton
Managing Director Orderbee

Orderbee x Deazy: At a glance

Orderbee is one of the most widely used Order and Pay apps in the UK. The app, which is part of Access Group's software portfolio, is used by a number of popular UK hospitality businesses such as Wagamama, Fuller's pubs and Pitcher & Piano.

Created by Omnifi and with the help of Deazy's ecosystem of vetted developers - the app was delivered during a time of huge uncertainty for all, kicking off during the first nationwide COVID lockdown in March of 2020.

How Orderbee was built using Deazy's ecosystem of developers

Orderbee, recently acquired by Access Group, was created by Omnifi, a well known UK agency who specialise in helping companies with digital transformation. The agency used the opportunity of a slower pipeline (due to COVID) to invest some of their own inhouse resources into creating Orderbee.

Initially, the project was built using Omnifi's own inhouse development and testing squad. While the project ran smoothly to begin with, the team began to experience capacity issues in Q1 of 2021. As businesses returned to their digital transformation roadmaps, Omnifi's agency clients required more development input, meaning their inhouse team could no longer focus on delivering Orderbee.

When Omnifi initially contacted Deazy they were pleased to find out how affordable development could be in comparison to UK freelancers and many of Deazy's competitors. Initially collaboration between Deazy and Omnifi began with the vetting and onboarding of 3 full stack developers and a Quality Assurance resource to help deliver the Orderbee roadmap.

Deazy were able to supercharge Omnifi's inhouse development team, getting the new team members on board and working on new features for Orderbee in just 4 weeks. Following the initial successful engagement term, the new nearshore team members also began helping with agency projects, allowing the development team to scale up and down as needed to fulfil business and client priorities.

Orderbee and Deazy's Ongoing Collaboration

Today, Deazy continues to work on developing and improving the Orderbee platform, as their user base expands, offering flexibility to allow Orderbee to scale the team up and down as needed. During the engagement they worked with a team of 4 to 8 developers adding and removing developers depending on capacity.