

Localization, Performance, and Monetization Innovations for Global Collaboration Tool

This case study examines how Innovecs enhanced a digital collaboration platform to improve communication and project management for remote teams. Our contributions focused on localization, performance optimization, and monetization, delivering a seamless user experience and supporting business growth.

Industry

High Tech

Location

USA

Project Duration

4 years

Cooperation Model

Mixed: Team Extention +
Innovecs' Management

Team Composition

Backend (Java/Kotlin),
Frontend (React),
QA (Automation and Manual)
Engineers

Expertise Delivered

Localization, Performance
Optimization, Project
Management, Software
Development, UI/UX

Technologies & Tools Used

JAVA

JAVASCRIPT

KOTLIN

NODE.JS

REACT

SPRING

TYPESCRIPT

About Customer

A global provider of digital collaboration tools, enabling distributed teams to connect, communicate, and manage projects effectively. The platform supports over a thousand developers and professionals worldwide.

Project Summary

The project is focused on scaling the platform for global use by enhancing localization, optimizing performance, developing new microservices, and driving monetization strategies. Innovecs collaborated both within extended teams and managed some processes directly to tackle key challenges and deliver impactful results.

Challenge

The client faced several pain points throughout the project, beginning with the **complexity of ensuring seamless global expansion**. This involved managing translations and adaptations for multiple languages, addressing legacy code issues, and integrating a new translation management system.

Performance concerns were also significant, as the client needed to improve app stability and user experience while ensuring consistent performance for enterprise users.

The client struggled with **optimizing pricing strategies**, introducing trial experiences, and refining the user journey to increase conversions.

Furthermore, enterprise integration posed **challenges in developing secure, effective tools for corporate clients**, with a strong focus on data security and seamless interactions.

Solution

« Enterprise Integration:

Developed a dedicated app for corporate clients, focusing on security and ease of use for enterprise-grade interactions.

« Performance Optimization:

- Implemented measures to improve performance for enterprise clients
- Matured key performance metrics to track improvements and prevent regression.

« Product Localization:

- Designed and implemented a localization strategy that covered architecture, proof of concept, and integration with a modern translation management system (TMS).
- Translated and localized core customer-facing features for seven languages, enabling broader market adoption.

« Payments Microservice Development:

Built a microservice to handle payment processing and taxation for global users, ensuring compliance and transaction security.

« Monetization Initiatives:

- Introduced Business Plan Free Trials to enhance user engagement and conversion.
- Optimized the pricing page and added feature access enhancements.

Technologies Used

JAVA

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Results

<p>✓</p> <p>+10–15% nnARR increase across initiatives.</p>	<p>✓</p> <p>\$108k–\$110k monthly gains achieved through pricing page and trial optimization.</p>	<p>✓</p> <p>From 50% to 80% session performance improvement for top enterprise clients.</p>
<p>✓</p> <p>Improved feature access and user onboarding, boosting free-to-paid conversions by +19%.</p>	<p>✓</p> <p>Translated 65% of the product backlog into seven key languages, including Japanese, French, Spanish, and Korean.</p>	<p>✓</p> <p>Migrated to a new TMS within six months, translating ~16,000 words per quarter.</p>

Business Value

» Global Reach:

Seamless expansion into international markets through comprehensive localization, ensuring enhanced scalability and market adaptability.

» Enterprise Security and Compliance:

Robust, secure solutions tailored to meet corporate security requirements and regulatory standards, minimizing risks and ensuring data protection.

» User Retention and Growth:

Higher engagement and monetization rates driven by strategic initiatives designed to maximize user value and long-term loyalty.

» Performance Assurance:

Consistent application stability and reliability, delivering a seamless experience for high-value enterprise users.

About Innovecs

Innovecs is a global digital services company operating in the US, the UK, the EU, Israel, Australia, and Ukraine. We operate as a parent company, offering a tech-driven ecosystem of expertise, services, and solutions through specialized sub-brands: Innovecs High Tech, Innovecs Supply Chain, Innovecs Games, and Innovecs Play.



Quick facts

13

Years of cross-industry experience

25

Delivery locations worldwide

650+

Highly skilled developers, engineers, architects

150+

Happy clients

92%

NPS score

127%

Business growth over the past three years

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