Case Study

NewRedo

Codebase Performance Analysis and Optimisation

/ Contribly

Contribly.com is an online platform that enables media organisations and publishers to crowdsource content and engage with their audience. It provides a streamlined and efficient way for organisations to gather user-generated content, such as photos, videos, and articles, from their audience members or a community of contributors. The platform offers features for content submission, curation, and collaboration, allowing media organisations to easily source and publish high-quality content that resonates with their readership. Contribly.com helps media companies harness the power of crowdsourcing to enhance their content offerings and foster greater engagement with their audience.

> " The expertise that NewRedo brought to us provided answers while allowing our in house team to stay on track "
>
> Linda Broughton - Co-founder

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Project Introduction

NewRedo performed a comprehensive audit of Contribly.com's performance bottlenecks within their modular online community management platform. Through meticulous code investigation, including detailed code profiling and documentation of the architectural structure and dependency graph, we identified and addressed bottlenecks within the Scala codebase for follow-on remealial engineering work.

Project Challenge

NewRedo addressed several technical challenges throughout the project. Contribly.com's platform featured a modular architecture, requiring meticulous identification of performance bottlenecks within specific components. Moreover, the platform was built using Scala, a robust programming language known for its scalability and functional programming capabilities but needing a more specialist engineer skill set. The main challenge was to understand features that needed attention without compromising the platform's overall excellent performance. Additionally, the platform served numerous customers who heavily utilised the system, resulting in large volumes of operational data that would need to be maintained and handled appropriately.

Project Solution

To address the performance issues in Contribly.com's back-office functionality, NewRedo executed a detailed investigation within the codebase, meticulously identifying bottlenecks and areas of improvement. The team conducted thorough code profiling to gain insights into the platform's performance characteristics. Additionally, NewRedo documented the existing code structure and dependency graph to understand the platform's architecture comprehensively. Leveraging this analysis, NewRedo compiled an in-depth report containing recommendations and insights that fed into Contribly.com's product roadmap and financial plan. This report served as a clear way forward for the development team, guiding them towards optimal solutions to enhance the back-office functionality.

Customer Value Proposition

The collaboration between NewRedo and Contribly.com yielded significant insights and options for the developments and Contribly leadership team. By addressing the performance problems within the platform's back-office functionality, Contribly.com could make a plan to streamline operations. NewRedo's collaboration enabled Contribly.com to strengthen its position as a leading provider of online community management solutions, enhancing customer satisfaction and engagement.

Project Skills

Scala, Performance Testing, Software Archtecture, Code Analysis, Performance Profiling, Capacity Planning, DevOps, Delivery Management, Google Cloud Platform, MongoDB, NoSQL