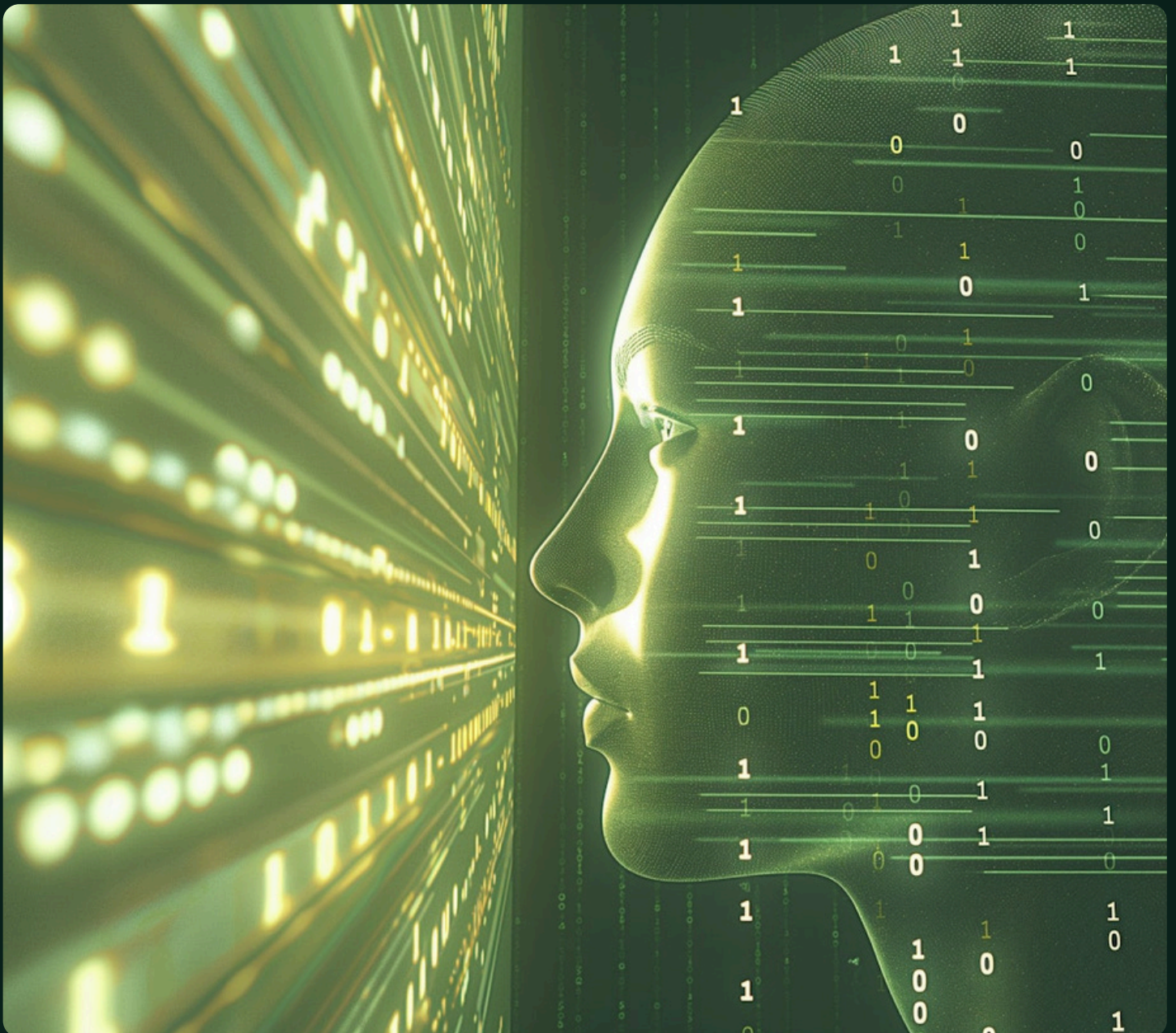


CASE STUDY 2025

US-based Conversational AI Software Enterprise **saved \$3M** through Product Engineering ODC





Highlights

- The client needed to expand its engineering capacity to keep up with growing product demands without compromising quality.
- Through a structured ODC model, Digit88 enabled **80+ AI deployments**, seamless global expansion, and **\$3M in cost savings**.
- This strategic partnership enabled scalability, efficiency, and accelerated innovation, reinforcing the client's market leadership.

Client

A global leader in conversational AI and messaging solutions, enabling brands to deliver human-like conversations across multiple channels. With a mission to make life easier for people and brands everywhere through trusted conversational AI, the client serves major enterprises worldwide.

Challenges

- Difficulty in hiring high-quality engineers and AI experts quickly, delaying product development.
- High resource costs restricting long-term product expansion.
- Limited in-house capacity to manage large-scale AI implementations globally.

Results & Outcome

- **3M+ cost advantage** – Achieved through efficient engineering processes and optimized team structures.
- **80+ projects in 4 years** – Successfully implemented across industries, adapting to unique business needs.
- **100% on-time delivery** – Ensured team expansion and project execution met strategic timelines.
- **<3% attrition rate** – Maintained a stable, engaged workforce, ensuring deep domain expertise.
- **Scalability & flexibility** – Enabled quick ramp-ups and scale-downs based on evolving business demands.
- **End-to-end product ownership** – Took responsibility for development, optimization, and large-scale AI implementations.



Strategy & Solution

What started as a small team of 3 engineers in 2017 quickly evolved into a **50+ member powerhouse** by 2021 driving engineering innovation. Digit88 proved its expertise early on—hiring top-tier talent, delivering results, and seamlessly integrating with the client’s workflows.

Over the next 7 years, Digit88 led the engagement, driving consistent year-over-year growth, delivering tangible value, and building deep expertise in the client’s domain, technology stack, and core product architecture.

As the partnership grew, key leadership roles were introduced—Architects, Tech Leads, DBAs, and Project Managers—allowing the ODC to take **full ownership of core AI product modules**.

With an established track record of delivering value, Digit88 was entrusted with global Conversational AI implementations, managing projects for enterprise customers across FMCG, Airlines, Fashion, Manufacturing, Healthcare, and other industries.

Technologies Deployed

Frontend:

JavaScript, HTML, CSS, Angular JS, Angular 2+, React JS, D3 JS, Angular Material, Bootstrap, Vue, React, Next.JS

Backend: Languages, Frameworks, Tools

Java 8, Spring Boot, Javascript, Typescript, Python, Node.js, Nest.js, Express.js, JavaScript, TypeScript, Flask, FastAPI, Socket.io, Websockets, gRPC, Kafka, Protobuf, ELK, K8S, Grafana, Prometheus, LaunchDarkly, AppDynamics, JWT, OpenAPI, PM2, Cron

Backend: Databases

MongoDB, Casandra, DynamoDB, PostgreSQL, MySQL, Redis, Elasticsearch

Test Automation:

Selenium, Playwright, Cypress, Protractor, Swagger, Appium, Postman, Rest Assured, Apache JMeter, Zerocode, TestNG, Cucumber (BDD), Mocha/Chai