

London School of Marketing is a leading educational institution offering accredited marketing and business qualifications in the heart of London. It is an associate college of Anglia Ruskin University.



THE CLIENT



THE BUSINESS BRIEF

London School of Marketing needed to replace its existing monolithic system with a rapid innovation platform that allowed them to roll out new features quickly.



THE DESIGN PRINCIPLES

Mobile first

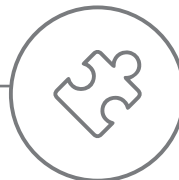
The new platform feels like a native app on any device.

Cloud-based

The platform leverages the benefits of cloud - continuous smooth delivery of new features, global availability, seamless scalability - while delivering measurable outcomes.

High performance

The platform scales with the client's business while remaining lightning-fast for users.



THE CHALLENGES



3 companies

6 countries

5 languages

12 weeks to deliver

9 developers

8 had never built microservices

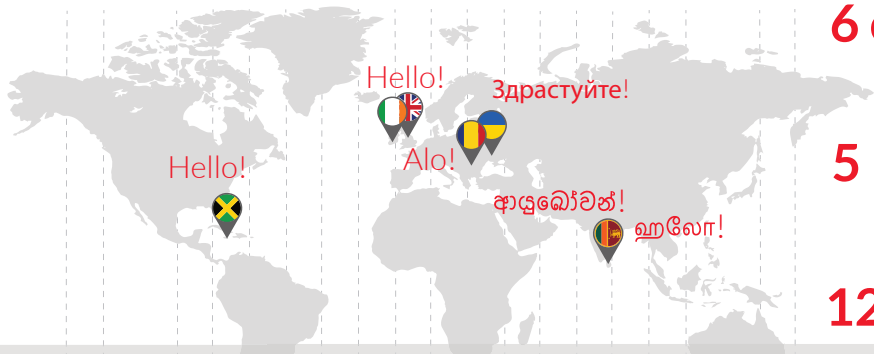
6 had never used Node.js

Only 4 of them had worked together before

3 new hires

3 of them spoke no English

10.5 hours of timezone spread



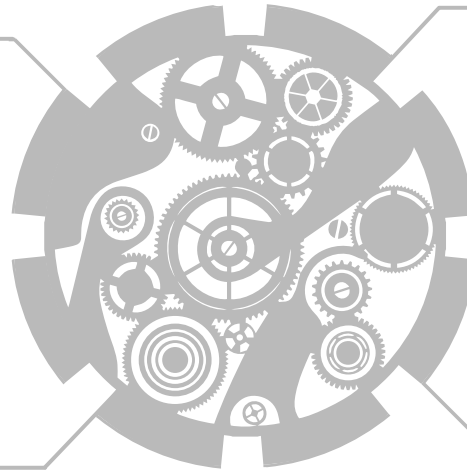
5:00 am 9:00 am 11:00 am 2:00 pm



nearForm is ...

Transforming the way that software is built. We want software to actually work.

Making distributed teams work. nearForm picks the world's best developers, regardless of where they live. We appoint a strong lead architect who keeps the distributed team on track, and we run weekly project demos that keep everyone honest, highlight issues during development, and allow improvements to be made instantly.



Putting the engineering back into software engineering. We use mathematical models and effective measurement, and create a sound architecture before coding.

Dedicated to evidence-based execution. We implement the highest level of engineering discipline.



### THE BUSINESS RESULT

A modern, agile, ultra-usable online education platform that can quickly and easily adapt to business growth, changing markets and new business drivers, while continuously delivering new features to customers.



### THE KEY TECHNOLOGIES

#### Microservices

Microservices are small, independent blocks of software code that do one thing, and do it well. Microservices at nearForm are used to create large, complex, flexible and scalable applications.

#### Node.js

Node.js is an open source, cross-platform runtime environment for server-side and networking applications. nearForm was an early adopter of Node.js. Its staff includes some of the world's acknowledged Node.js thought leaders. The company runs the annual NodeConfEU conference, Europe's only dedicated Node.js conference.

Paul Penman, chief executive officer, London School of Marketing:

*"nearForm delivered a world-class platform for our business. We and our customers are delighted with the result."*



Rory Walsh, senior architect at nearForm and project lead:

*"Node.js coupled with a microservices architecture plus cutting-edge delivery tools for the cloud allowed us to build a stable, flexible online education platform for London School of Marketing that delivers new features into customers' hands every day."*



Richard Rodger, chief technical officer, nearForm:

*"The geographically distributed nature of this project team made traditional software project management approaches impractical. We overcame this challenge by focussing on sound engineering, deep initial design, and a microservices architecture that matched the nature of the remote team."*

