Build

Capabilities

✛ **Scaling technologies and addressing performance gaps** to meet the forecast demands of the investment cycle.

✛ **Integrating systems and teams after M&A deals** to deliver cost targets in line with ambitious product roadmaps.

✛ **Automating processes such as data pipelines and software testing** to reduce operating costs and protect product quality.

✛ **Fixing legacy systems and remediating technical debt** to resolve security risks and improve the customer experience.

✛ **Developing AI-driven features and leveraging data assets** to maximize the value delivered to customers.

✛ **Replatforming on the cloud** to secure cost, scale and maintainability benefits.

Common client scenarios

Quality of Technology
- High levels of technical debt
- Poor test coverage and automation
- Lack of metrics or observability
- Slow team progress

Platform Rationalization
- Post-M&A integration
- Data and ML service layers
- Customer service improvements
- Time-to-market improvements

Tech Enablement
- Rapid software prototyping
- AI feature development
- Business model extension
- Data visualization and integration
- Process automation

CROSSLAKE

Leaders

Neil Andrews
Delivery director with expertise leading complex programs in digital transformation, software engineering, data science and machine learning

SMEs

Dave Bamber
Over a decade advising private equity clients and delivery teams on technical strategy, software architecture and development practices

Andy Hoyle
Former head of engineering for a leading global EdTech provider; cloud-native architect for solutions scaling to millions of users

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CROSSLAKE   ROOSTER ASSET IQ

How do you expand an existing platform to support innovation and market expansion?

Challenge

The Rooster team wanted to expand the platform underpinning its asset intelligence solution designed for the construction industry. By enabling APIs for integration with a wider set of ERP, analytics and asset management systems, they hoped to enable a channel partner strategy and serve a broader set of customers across multiple industries.

Our approach

Crosslake's Transformation team partnered with Rooster's board and leadership to understand business objectives and reimagine a modern, nearly infinitely-scalable platform, capable of creating value for a wider customer base – potentially supporting 100 times more devices. Then, our Build team worked with Rooster's platform engineering team to thoroughly analyze the legacy solution.

Business outcome

Today, Rooster's Asset Intelligence Platform can infinitely scale using cloud technology, seamlessly integrating data and UI layers through a flexible platform API to serve industries beyond construction. The platform is now capable of supporting data from more than one million devices, positioning the business to confidently enter new markets and form strategic partnerships.

CONSTRUCTION

US BASED

EMERGING ($0 - $20M)

START-UP