

Blackthorn + RaagviTech = A Staff Augmentation Success Story

ABOUT BLACKTHORN

Blackthorn specializes in Salesforce-native payment processing and event management apps that help businesses save time, streamline processes, and get more value from Salesforce.

Blackthorn has been an official Salesforce partner since 2016 and currently offers four apps: Blackthorn Events, Blackthorn Payments, Blackthorn Compliance, and Blackthorn Messaging.

All four solutions are built on the Salesforce platform and allow companies to complete critical tasks like sending invoices, managing subscriptions, setting up events, and communicating with customers using Salesforce instead of switching between multiple applications.

When Blackthorn and RaagviTech first connected in 2021, Blackthorn's business was at a critical point.

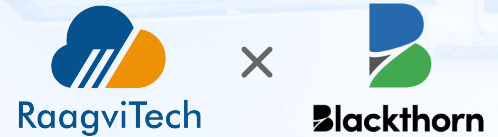
After five years of hard work, Blackthorn had established a good reputation in the Salesforce ecosystem and built up a sizeable customer base – but they were still a small team. And competition in the Salesforce payment processing and event management space was growing.

Blackthorn's leadership knew that to stay ahead, the company needed to keep innovating and releasing new features while maintaining high quality and providing top-notch support to existing customers.

From Proof of Concept to Trusted Partner

Blackthorn found RaagviTech through a referral from someone familiar with both companies. From the start, RaagviTech's expert Salesforce development capabilities seemed like exactly what Blackthorn needed. RaagviTech agreed to complete a no-obligation proof of concept to kick off the engagement and confirm they could deliver the results Blackthorn needed.

The initial proof of concept focused on Blackthorn's signature Events app. Blackthorn's in-house team sent RaagviTech several Events testing and development scenarios and asked them to write code, execute the appropriate tests, and push everything back to the Blackthorn org.



PARTNERSHIP HIGHLIGHTS

Length of Partnership:

1.5 years & Counting

Blackthorn Products Supported:

Events, Payments, Compliance, Messaging

Services Provided:

Staff Augmentation for QA Testing, Feature Development & Enhancement, Customer Support & Troubleshooting

Resources Provided:

4 QA Engineers, 3 Customer Support Engineers, 2 Salesforce Developers (+ more in 2023)

BLACKTHORN GOALS

Fast, reliable QA testing

Accelerated product enhancement & feature development

Efficient customer support & expert troubleshooting







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The POC was a success. Blackthorn was impressed with the speed at which RaagviTech was able to understand the requirements, complete the assignment, and deliver high-quality results. They decided to bring on a team of RaagviTech QA engineers and Salesforce developers to work on the Events and Payments apps – and the partnership grew from there.

As the RaagviTech team maintained its high performance, Blackthorn asked them to work on the company's other applications and added several RaagviTech customer support specialists to the team. One and a half years later, RaagviTech remains a trusted partner for Blackthorn.

Outcomes That Matter

 <p>Faster Testing Cycle</p>	 <p>More Robust Automated Testing</p>	 <p>Expert Feature Development</p>	 <p>Streamlined Customer Support Process</p>	 <p>Better Customer Support Outcomes</p>
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Complete Manual & Automated Testing

Blackthorn solutions deal with sensitive data and information. The company is committed to thoroughly testing all new features, enhancements, and code before release, and they needed a partner they could trust to help improve and speed up their efforts.

That's exactly what they found with RaagviTech.

RaagviTech QA engineers are actively engaged in designing and executing all manual and automated tests for all four of Blackthorn's applications – and in enhancing the testing process. Their efforts have resulted in a fully automated Regression testing suite and other improvements that have shortened Blackthorn's testing cycle and increased test coverage.

Fast, Reliable Customer Support

High-quality customer support is essential for Salesforce ISV partners like Blackthorn, but it's not easy to do.

As the customer base grows, the number of support tickets increases – and so does the need for a team you can trust to handle support cases and solve customer problems quickly and efficiently. Add in the need to balance support costs with development and other expenses, and it's easy to see why so many companies struggle to meet this need.

Blackthorn's solution to this dilemma was hiring RaagviTech to help with customer support and troubleshooting, and it's been a great decision.

RaagviTech customer support specialists work directly with Blackthorn team members and customers to understand and solve complex problems. They've also helped design and implement a more efficient support process to get customers the help they need significantly faster.



Better Performance & New Features

Bug fixes, performance enhancements, new feature development – there’s always something that needs to be done and done now to keep customers happy and keep Blackthorn’s business moving forward.

With support from RaagviTech’s experienced Salesforce developers, Blackthorn has been able to keep up with bug fixes and accelerate the development of new features without overextending the company’s budget.

Going Beyond Typical Staff Augmentation

The RaagviTech team has gone above and beyond to exceed expectations and be true partners – not just transactional contractors – to the Blackthorn team.

The success of these efforts is reflected in the results the team has delivered, the increasing level of responsibility entrusted to them, and the positive feedback from the Blackthorn team.

“RaagviTech has been a great partner for us. We’ve been impressed with their QA & development skills and their commitment to integrating and working seamlessly with our in-house team. Nivas and his team know what they’re doing and I definitely recommend them to anyone looking for Salesforce administrative assistance, such as QA or support.”

- Chris Federspiel, Founder, Blackthorn.io



RaagviTech

Ready to learn more about RaagviTech?

Great! We’d love to answer your questions, hear about your business, and tell you more about what we offer and how we work.

Get in touch by sending an email to nivas@raagvitech.com