



Empowering FinTech Innovation: Latam Gateway's Strategic Evolution with Elando

Case Study

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Introduction

Latam Gateway, a Brazilian FinTech scale-up, has positioned itself as a trailblazer in creating payment solutions tailored to the rapidly expanding gaming sector across Latin America. Recognizing the sector's burgeoning demand for continuous innovation, swift delivery, and scalable solutions, Latam Gateway aimed to address these challenges head-on.

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Challenges and Objectives

Challenges

- **Inefficient Engineering Team Structure:** Difficulty in assembling an engineering team capable of propelling product development efficiently.
- **Sustainability of Freelance Engineers:** Initial reliance on remote freelance engineers across Latin America was not a viable long-term strategy for product scaling.
- **Specialized Expertise Shortage:** The quest for Ruby on Rails engineers with domain expertise in payments complicated product development and client onboarding.
- **Leadership Bottleneck:** The CTO was overwhelmed with managing the engineering team, client onboarding, and strategic product planning, impacting overall efficiency and growth.

Objectives

- **Initiate Strategic Transformation:** To begin operational and strategic transformation that addresses challenges and positions Latam Gateway for sustainable growth.
- **Establish a Dedicated Team with Skilled Leadership:** To form a dedicated engineering team, led by a highly skilled Tech Lead, aimed at overcoming existing obstacles in product development and scaling.
- **Navigate Growth Hurdles Successfully:** To strategically navigate through the scalability, expertise, and leadership challenges, ensuring Latam Gateway's successful scaling and market presence enhancement.

Solution Overview

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Elando's solution involved assembling a dedicated team, including a Quality Assurance engineer, all working remotely from Sofia, Bulgaria. This strategic move not only addressed the skill gap but also empowered the CTO to refocus on strategic objectives, entrusting the operational management of software development to the newly appointed Engineering Manager.

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As Latam Gateway's needs evolved, Elando further expanded the team with key senior roles, including a Security Architect and DevOps engineer. This expansion was aligned with Latam Gateway's fast-paced business landscape and its technological migration to a microservice architecture on the Google Cloud Platform (GCP), leveraging advanced technologies for optimal performance and scalability.



Technical Mastery in Action

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Latam Gateway's technical infrastructure is meticulously designed to include two primary services: the flagship Latam Gateway and its companion service, ApoloPAG. Both platforms are distinguished by their offering of cutting-edge payment gateway solutions, each imbued with distinctive features tailored to meet the diverse needs of their client base. This setup has facilitated the development and implementation of highly innovative financial transaction systems that stand out in the market for their uniqueness and efficiency.

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The collaboration between Latam Gateway and Elando has been marked by several significant achievements, with the most noteworthy being the swift and seamless integration with **Binance**, one of the world's leading cryptocurrency exchanges. This project, characterized by its ambitious scope and the stringent deadlines within which it was completed, required an extraordinary level of technical expertise and flexibility. The team's ability to handle a considerable transaction volume without compromising on performance or security underscores the high level of technical acumen and the adaptive capabilities inherent in the partnership between Latam Gateway and Elando.

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This successful integration not only demonstrates the technical excellence and innovative spirit of the Latam Gateway and Elando collaboration but also sets a new benchmark for how swiftly and efficiently such complex technological integrations can be achieved, even under the most challenging circumstances. It highlights the synergy between the two entities, showcasing their ability to work together towards achieving remarkable results that significantly enhance the user experience and operational efficiency of financial transaction platforms.



A Future-Proof Partnership

The strategic alliance with Elando has propelled Latam Gateway into a new phase of growth, marked by the rapid onboarding of major clients, enhanced product development velocity, and the introduction of client-driven customizations. An effective engineering team, led by the appointed Tech Lead, has revitalized the operational framework, allowing the CTO to concentrate on future-oriented product strategy and stakeholder engagement.



Conclusion

This collaboration not only resolved immediate operational challenges but also set a new standard for FinTech innovation and scalability in Latin America, demonstrating the transformative power of strategic partnerships and technical expertise in the FinTech sector.

Reference

Elando has been extremely professional in our engagement with them. They have helped us enormously to build and enlarge our Technology Delivery function, providing not just excellent specialists, but also process, methodologies and leadership, which is invaluable for a fast-scaling company.

Furthermore, Elando has been instrumental in providing us with technological capabilities to win big clients and grow and enlarge our business exponentially.

I highly recommend Elando as a very trustworthy, reliable, and caring Technology Partner. They could help any company to create new digital products and services, scale it and lead digital transformation efforts, ultimately helping it grow, innovate, and succeed.



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