



Gorilla Logic
Agile. Unstoppable.



Photo & Go Taps Gorilla Logic's Nearshore Team to Develop Custom e-Commerce

FROM SMARTPHONES TO PHOTO ART IN 54 SECONDS

Wandering around with smartphones and selfie sticks, people are obsessed with snapping pictures of all their life moments – from the memorable (honeymooning in Italy) to the mundane (seriously, no one cares what's in your ramen bowl). But once they're done Facebook'ing and Instagram'ing their photos, these memories often languish on their phones and social media feeds. Photo & Go is changing that – one selfie at a time.

Photo & Go is obsessed with getting people to enjoy their photos. Their proprietary "Crazy Easy. Crazy Fast." technology platform creates and delivers custom photo décor and products. Orders are handcrafted in 54 seconds and delivered in just 3 business days – all with a 100% Smile Guarantee.

Upping their cool factor – Photo & Go recently announced that Grammy®-winning global superstar and perpetual NYE Revolution host, Pitbull, is a partner and investor in the company. Now that's something to 'gram about.



AT A GLANCE

INDUSTRY

Retail

COMPANY SIZE

Small

PROJECT SUMMARY

Gorilla Logic developed a custom e-commerce site to support Photo & Go's omni-channel, "store within a store" strategy. Between the online app and retail locations, customers can edit their pictures, shop for products and order photo art - enjoying a seamless, personalized buying experience.

PRIMARY TECHNOLOGIES

- Front-end (React, Redux)
- Back-end (NodeJS, Hapi)

REACHING THE “SHOP ANYWHERE, ANYTIME” CUSTOMER

Today's “shop anywhere, anytime” customers want a seamless, personalized buying experience; whether they're shopping from their smartphones, visiting a physical store – or doing both at the same time. Which is why Photo & Go launched a customizable, e-commerce site, and is creating a robust in-store presence in hundreds of retail locations. These stores within stores serve as mini photo studios; allowing customers to view photo products, edit photos from their smartphones or social media feeds, and order photo art. The store within a store concept is another way of providing customers with Photo & Go's signature "Crazy Easy. Crazy Fast" shopping experience.

It takes an average of 9 seconds for a customer to engage with a company, or abandon their shopping cart and head to the nearest food court. As a result, retailers are constantly evaluating ways in which to provide tech-savvy customers with a fast and easy online shopping experience. Photo & Go knew that offering mini photo product studios in shopping malls would appeal to digital shoppers. So they turned to Gorilla Logic for their expertise in developing custom e-commerce sites that help create optimal buying experiences.

“Following a failed experience with another dev firm, we have been truly impressed with Gorilla Logic's commitment to our project. We are excited to officially launch next month with all the advanced features they created in our next generation Photo & Go platform.”

Warren Struhl, CEO and Founder



SCALING WITH EXPERIENCED, USER-FOCUSED TECH RESOURCES

As a young startup, Photo & Go needed to operate lean and innovate quickly. While the company's Chief Technology Officer, George Garcia, had previously used a small onshore team, he realized that nearshoring could provide additional cost efficiencies and increase project velocity.

Gorilla Logic provided a team of experienced, "plug and play" developers based in Costa Rica that seamlessly collaborated with Photo & Go's in-house resources. Fluent in English, Agile project management and Front-end React skills, Gorilla Logic delivered real results quickly and at half the cost of an onshore team. Gorilla Logic's expertise also allowed George to shift an internal engineering resource to another priority project.

Vested in Photo & Go's success, Gorilla Logic created supportive payment terms that meet their client's budget parameters. Since engaging with Gorilla Logic, Photo & Go has extended the Statement of Work several times.



ABOUT GORILLA LOGIC

Gorilla Logic helps Fortune 500 and SMB companies extend the benefits of business agility to large scale and distributed environments. Our Agile Gorillas successfully align teams, processes, and technology to drive innovation, profitability, and growth. With a robust team of SAFe®-certified developers, Gorilla Logic is uniquely qualified to implement complex, full-stack Agile development initiatives and train client teams in SAFe® best practices. We often serve as Release Train Engineers and engage in Remote PI Planning sessions across multiple geographies. With offices in the United States, Costa Rica, and Colombia, Gorilla Logic helps clients gain competitive advantages to achieve results faster.

Ready to Be Unstoppable?

WE CAN SHOW YOU HOW. [GORILLALOGIC.COM](https://gorillalogic.com)

