# From Legacy CRM to SaaS Powerhouse

K&C helped Informa transform a single-tenant platform into a scalable, test-automated CRM serving 11 brands—with faster releases and fewer bugs.

About Informa

Informa is the world's largest events company. Informa operates in over 30 countries and serves a global portfolio of specialist markets, delivering knowledge, connections, and digital services through leading brands such as Pharma Intelligence, Omdia, and Lloyd's List. Their modular white-label CRM is used by multiple global event brands to power conferences, exhibitions, and hybrid events.
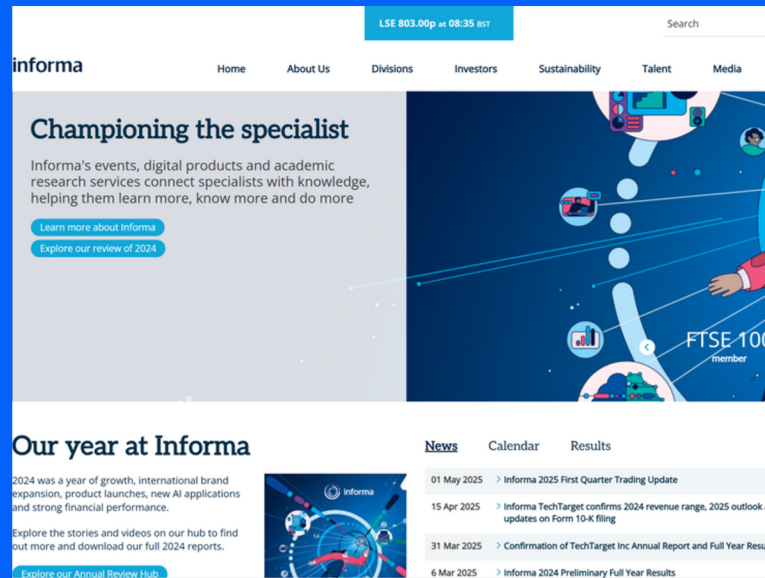
Service provider

> 12.000 employees

International

40 Team member

Java, React, Spring & more

Challenge

- Legacy monolithic CRM **could no longer scale or adapt** to evolving business needs.
- QA was handled by developers, leading to quality issues and increasing bugs.
- Manual regression testing took up to 2 weeks, slowing development cycles.
- Transitioning the CRM to a SaaS **model required multi-tenant architecture** and reliable test automation.
- **Choosing the right test frameworks** without over-complicating the existing tech stack.

Solution

- Architectural migration from a monolithic to a modular, **microservices-based system.**
- Designed and implemented **an automated test pyramid** covering unit, service integration, API, and end-to-end tests.
- Separated QA responsibilities from developers, introducing dedicated QA automation engineers.
- Selected Puppeteer, Jest, and Java/TypeScript to unify the test tech stack.
- **Achieved 80% test coverage** with bi-weekly releases and minimal manual intervention.

Success Story

Informa partnered with K&C to modernize their single-tenant legacy CRM. We led the shift to a microservices architecture and built a tailored automated testing system, cutting regression testing from weeks to days. With 80% test coverage and bi-weekly releases, manual smoke testing was minimized. The CRM now supports 11 tenants with distinct features and styles. Test automation also reduced developer overtime and shifted 60% of hotfixes to business-driven changes.

Using a unified stack (Puppeteer, Jest, Java/TypeScript) simplified maintenance and accelerated delivery. Informa now supports multiple event brands with a scalable, high-velocity CRM platform.

Why K&C?

Cross-functional expertise: K&C brought in a mature, cross-skilled team including POs, developers, and automation QAs who could analyze gaps, strategize, and execute effectively.

Strong technology consulting: Our specialists evaluated and selected the optimal tech stack for testing and architecture, avoiding fragmentation while enabling scalability.

Agile delivery with impact: We helped shift Informa's CRM from a single-tenant to an 11-tenant SaaS platform, aligning with business goals and supporting growth.

About Krusche & Company

With over 25 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 150+ IT experts operates from six offices worldwide, delivering top-notch services in UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.

contact@kruschecompany.com   www.kruschecompany.com