# From Scratch to Scalable—Enterprise R&D Teams Built Right

K&C scaled two nearshore teams from zero—delivering architecture, training, and long-term value.

K&C
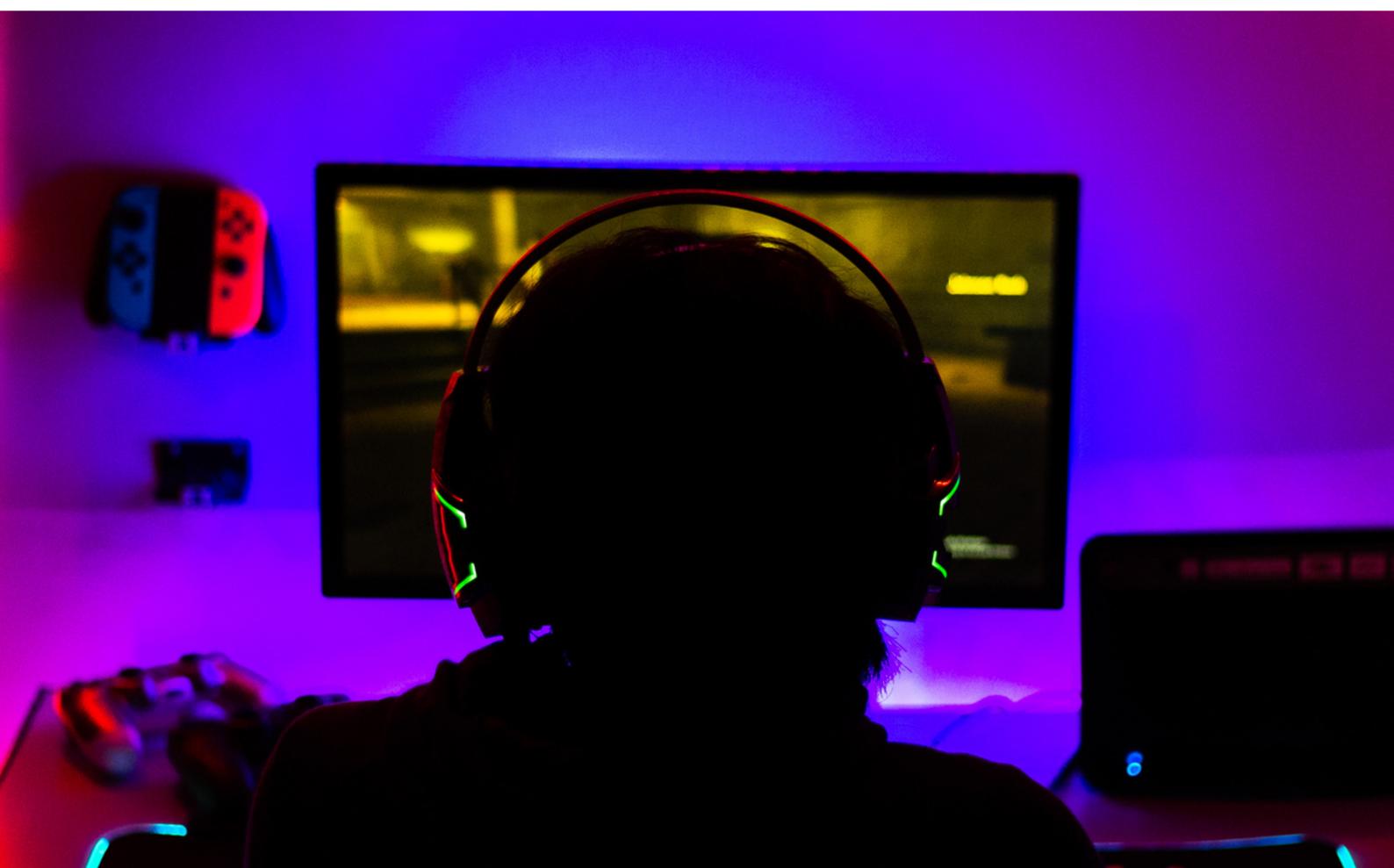
About Playtech

Playtech is the world's largest supplier of online gaming and betting software. As a tech-first company delivering cutting-edge platforms to leading global operators, Playtech's ability to scale its internal development capacity is key to maintaining its market leadership. When it came time to scale up Liferay development, Playtech turned to K&C.

POWERING INNOVATIVE AND SAFER GAMBLING TECHNOLOGY SOLUTIONS

We are a leading technology company to the gambling industry providing over 25 years of unparalleled expertise across the globe.
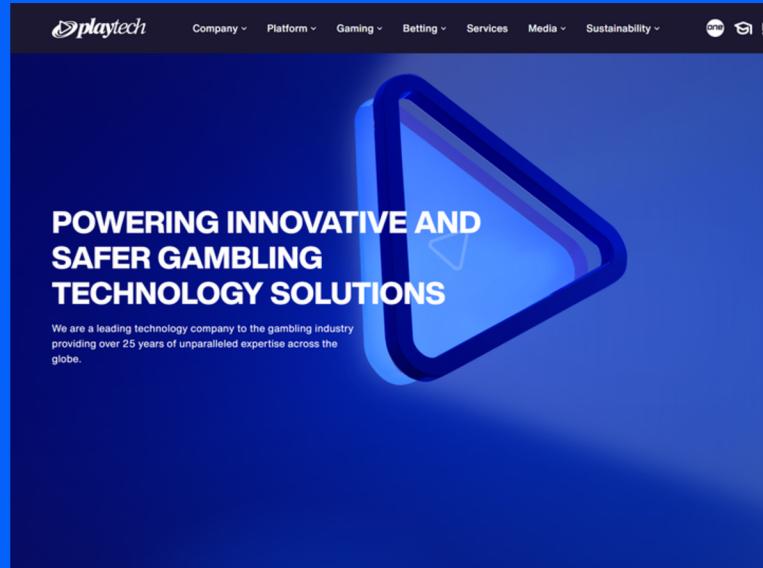
Online Gaming	> 6.000 employees	International	29 Team member	Liferay, custom white-label architecture & more

Challenge

- Build an R&D center of over 100 Liferay experts to support major enterprise clients.
- Ramp up dedicated teams from zero in a highly competitive talent market.
- Ensure alignment **across multiple projects and licensees**—standardized architecture, smooth workflows.
- **Transfer knowledge**, processes, and key personnel to Playtech over time.
- Provide **ongoing support** during and after transition phases.

Solution

- Built a Liferay R&D core team of senior architects and developers from scratch.
- Delivered **customized training** and mentorship to grow Liferay expertise internally.
- Scaled **2 dedicated nearshore teams** (20+ engineers) within months, working on-site at K&C.
- Developed and implemented a white-label architecture used across multiple Playtech licensees.
- Seamless knowledge transfer and team handover, followed by **multi-year support** with a 9-person expert unit.

Success Story

Playtech's Liferay expansion went from zero to enterprise-grade thanks to K&C's structured approach to outsourcing and team scaling. Within just a few months, K&C established two high-performing development teams, implemented a new white-label architecture, and provided targeted training to embed long-term value.

Over time, core teams and knowledge were successfully transferred to Playtech, with K&C continuing to support critical projects until 2017. It's a blueprint for how large-scale, high-impact outsourcing partnerships should work.

Why K&C?

End-to-End Team Building at Scale: K&C doesn't just recruit talent—we build fully functioning tech teams with governance, delivery, and continuity in mind.

Deep Nearshore Experience: We helped Playtech ramp up 20+ developers in months from our nearshore R&D center, saving time and cost while maintaining quality.

Long-Term Partnership: K&C supported Playtech through every phase— from initiation and ramp-up to team transfer and post-handover support— making us a trusted, long-term partner.

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.

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