

From Monolith to MACH: Building A High-Speed Commerce Engine

AMBITION

A **global leader in quick-service pizza delivery**, operating across **90+ countries**, saw its legacy digital platform become a constraint as online order volumes surged. Rigid monolithic systems struggled to scale during peak demand, increasing delivery costs and limiting innovation. To protect market leadership and modernize the customer experience, the ambition was clear: **transition to a cloud-native, headless commerce architecture that could scale elastically, reduce order friction, and enable faster business-led innovation.**

To achieve this, the organization needed to:

- **Modernize core architecture:** Replace brittle legacy systems with a scalable, cloud-native platform.
- **Improve ordering and delivery efficiency:** Integrate GPS, localized payment gateways, and third-party aggregators.
- **Accelerate campaign execution:** Enable marketing teams to launch regional promotions without IT dependency.

ACTION

The QSR leader partnered with **Wipro Engineering – Connected Services**, deploying a dedicated team of **120+ engineers** to deliver a multi-year eCommerce transformation.

Wipro rebuilt the digital commerce platform around speed, flexibility, and autonomy:

- **MACH Architecture:** Implemented a headless commerce platform built on microservices, API-first, and cloud-native principles.
- **Ecosystem Integration:** Integrated third-party aggregators, GPS tracking, and regional payment gateways to streamline the end-to-end ordering journey.
- **Decoupled Business Workflows:** Automated campaign creation and management, enabling self-service execution by business teams.
- **Automated Quality Assurance:** Introduced a shift-left testing strategy, achieving **90%+ automation coverage** to identify defects early in the development cycle.

AMBITIONS REALIZED

The migration from a legacy monolith to a MACH-based architecture transformed the digital storefront into a scalable growth platform. By rebuilding its digital foundation, the organization ensured its technology could scale as reliably as its global restaurant operations.

The Business impact:

- **£5M in new revenue** generated from digital sales channels in the first quarter alone.
- **200 man-days saved** through campaign automation, alongside a **34% reduction in regression testing effort.**
- **100+ quality releases annually**, enabling faster innovation across channels such as Apple CarPlay integrations and self-service kiosks.

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