



GenAI Transformation: 25% Productivity Boost, Fewer Defects, No Extra Headcount

Overview

A global e-commerce brand with over 50 million monthly users was facing engineering bottlenecks that affected delivery velocity, code quality, and developer onboarding. Rather than expand the team, the client partnered with R Systems to roll out an eight-week “GenAI100” enablement program designed to turn their 100-engineer team into AI-augmented high performers, without compromising security, quality, or IP ownership.

This resulted in a 25–30% lift in team productivity, faster release cycles, improved quality metrics, and zero compliance incidents.

Client's Challenges

Slow Progress on Feature Releases

Scrum teams were shipping less value per sprint, with story point throughput stagnating across product squads.

Growing Defect Rates in Production

Code quality was slipping, with defect escape metrics at 0.42 per KLOC, risking customer experience during peak usage periods.

Onboarding Bottlenecks

New engineers required 8+ days to ramp up on the microservices codebase, delaying impact and increasing mentoring overhead.

Manual, Repetitive Dev Workflows

Developers spent significant time on boilerplate, unit test writing, and manual grooming, which contributed to cognitive fatigue.

Security & IP Concerns Around GenAI Adoption

The client needed to enable AI-powered development without exposing proprietary code, violating licenses, or compromising compliance.

Our Approach and Solution



Targeted GenAI Enablement Program

An eight-week “Explorer → Practitioner → Champion” bootcamp was embedded into sprints (~2–3h/week). 18 engineers were certified as GenAI Champions, driving adoption across teams.



Secure Toolchain Implementation

Deployed a private Azure OpenAI gateway with Privacy Mode. Integrated Cursor for code generation, GitHub Copilot for test scaffolding, and mabl + Appliflow for self-healing validation workflows.



AI SDLC Governance and Assets

Rolled out a 280-prompt Central Library, AI SDLC Playbook, and CI templates. Enforced OSS license scanning on AI diffs, 90-day audit trails, and monthly Responsible AI reviews.



Embedded Productivity Gains in Dev Workflows

Shifted core developer activities from grooming and development to code review and documentation to GenAI-enhanced workflows, significantly improving efficiency and satisfaction.

Business Impact

In just 90 days, the client achieved measurable improvements across engineering efficiency, code quality, and release velocity:

Increased Developer Productivity

Story points per developer per sprint rose from 40 to 50, signaling a 25% increase driven by AI-enhanced workflows and reduced manual effort.

Faster Time-to-Market

Lead time to production dropped by 24%, enabling the early launch of critical features like “One Click Pay” and accelerating overall delivery.

Improved Code Quality and Stability

Defect escape rate decreased by 31%, with unit test coverage jumping from 47% to 72%, resulting in fewer build failures and smoother deployments.

Cost Efficiency with Zero Compliance

The program delivered over \$400K in estimated cost savings by reducing contractor dependence, while maintaining full privacy and IP protection throughout.

About US

4100+ Employees Worldwide
204 Million USD Revenue
18 Development Centres



Global Footprint

USA, India, Europe, APAC
Established in 1993



Services

Digital Product Engineering (DPE),
Custom Application, Mobility,
Testing, Knowledge Services,
Customer Experience



Digital Technology

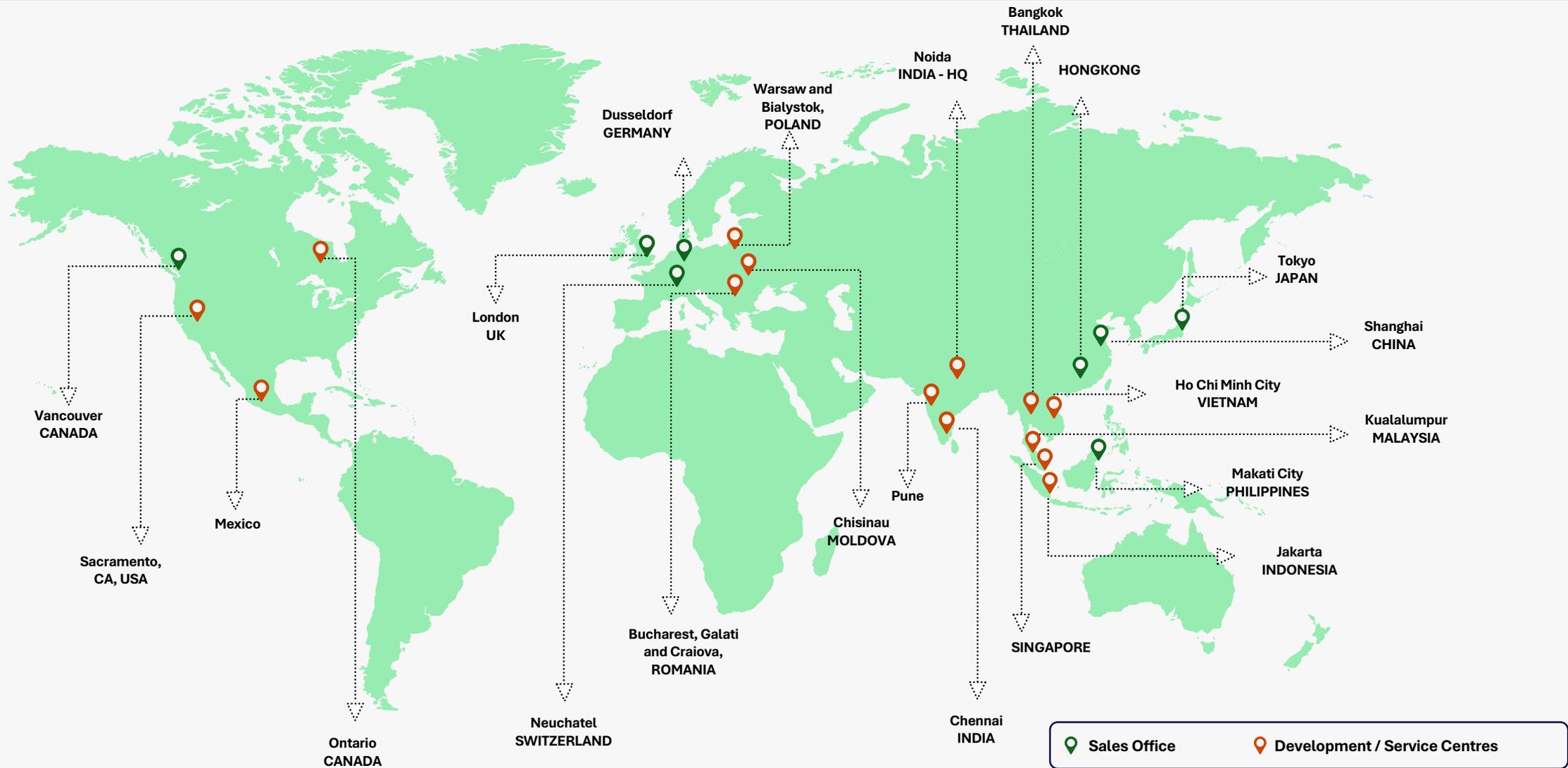
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Enterprise Packaged Services



Verticals

Telecom & Media, Tech, Internet,
and Platforms, Healthcare,
Banking & Financial Services,
Manufacturing, Logistics,
Automotive, Public Services

Global Presence





Let's future-proof your SDLC with secure, scalable GenAI adoption.

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