



CLIENT STORY

Unlocking Growth with Ruby on Rails: How Insight AI Supported MusicMagpie's Digital Evolution



E-commerce

Story Snapshot

MusicMagpie, a leading UK online retailer of refurbished electronics and second-hand media, needed to modernise its e-commerce. At a time when Ruby on Rails expertise was scarce in the UK, Insight AI became a critical partner.

By embedding a skilled team into MusicMagpie's operations, Insight AI not only delivered new functionality on their Ruby on Rails platform but also introduced Agile practices that set the foundation for a wider technical transformation.

The Challenge

MusicMagpie's e-commerce system was originally built on a Ruby on Rails monolith, hosted on outdated hardware.

The business faced four main hurdles:

- **Specialist Talent Shortage:** Ruby on Rails developers with deep expertise were extremely hard to find in the UK market.
- **Delivery Bottlenecks:** Without Agile practices, teams lacked structure and predictability, slowing delivery of new features.
- **Outdated Architecture:** The existing system was difficult to scale and constrained by old infrastructure.
- **System Performance:** The platform was very slow for both content editors and end-users, creating frustration and limiting customer experience.

MusicMagpie's growth plans were at risk due to these challenges. Solutions were needed to keep the business moving forward.





The Solution

Insight AI addressed these challenges by augmenting MusicMagpie's team with Ruby on Rails specialists who provided the technical depth and delivery momentum that was missing internally. Key contributions included:

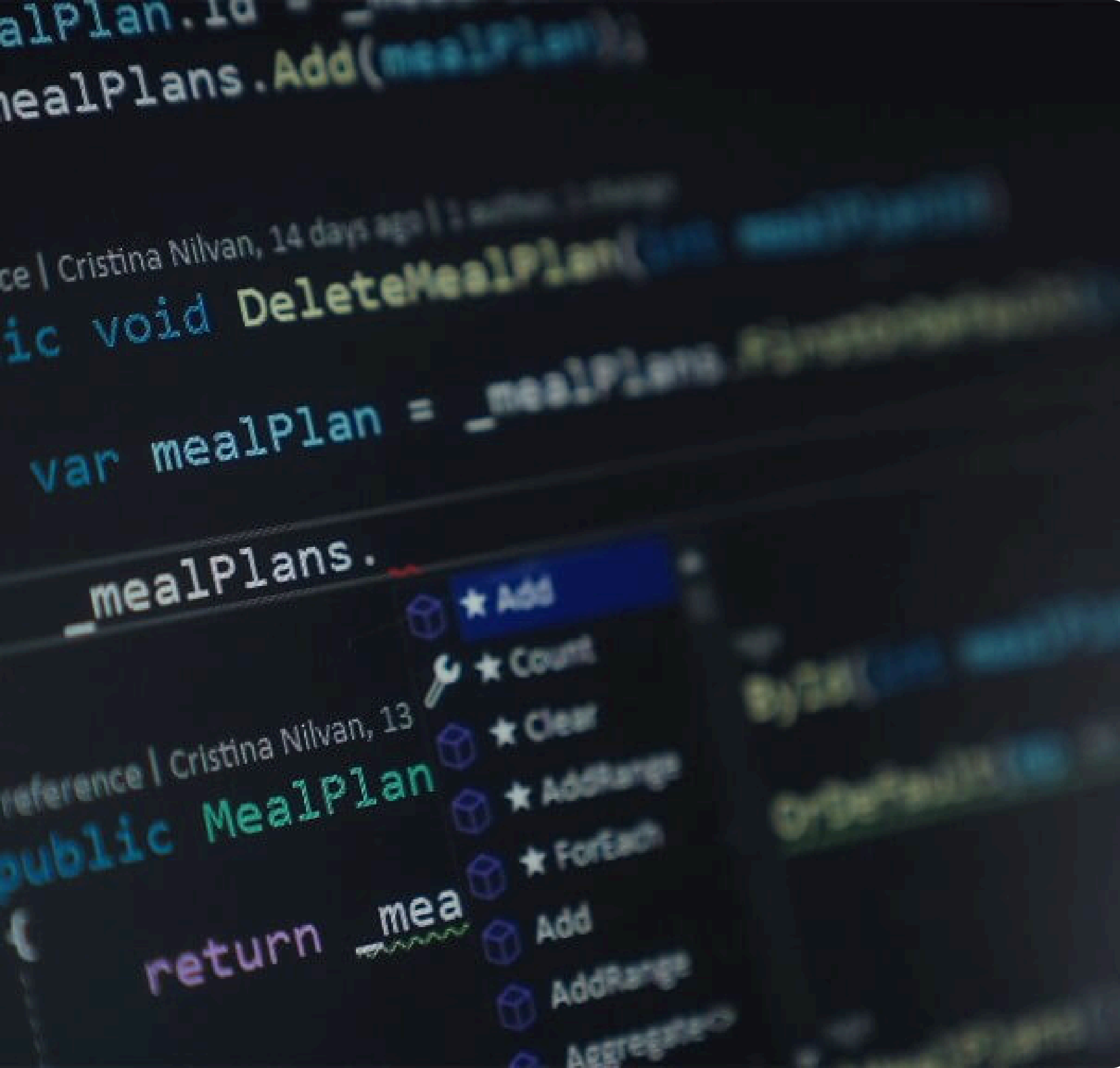
- **Ruby Expertise on Demand:** Insight AI engineers worked directly on the core Ruby on Rails platform, maintaining and extending its functionality when local expertise was hard to source.
- **Payment Integrations:** Ruby development was central in integrating new payment methods like Klarna, enabling more flexible purchase and rental models.
- **Feature Development:** Enhancements were delivered to the CMS (including banners, carousels, and promotions), along with critical new capabilities such as smartphone and tablet rental options.
- **Agile Enablement:** Alongside technical delivery, Insight AI introduced Agile practices to a senior development team, improving predictability and collaboration.

Results

By leveraging Insight AI's Ruby on Rails expertise, MusicMagpie achieved:

- **Critical Talent Access:** Gained access to Ruby specialists that were scarce in the UK market.
- **Faster Delivery:** Improved delivery velocity through both technical skill and Agile practices.
- **Revenue Growth:** New rental functionality and modern payment integrations expanded MusicMagpie's business model.
- **Cultural Shift:** Adoption of Agile created long-term benefits in delivery predictability and team collaboration.
- **Technology Pathway:** While MusicMagpie later transitioned to a .NET and React microservices architecture, the Ruby platform – enhanced by Insight AI – remained the backbone during this critical transformation period.
- **System Performance:** Migration to new technologies made the platform significantly faster for both users and editors. Faster systems meant more users could be served in the same period of time, directly translating into increased revenue opportunities.





Technical Highlights

- **Core Platform:** Ruby on Rails monolith, supported by Nginx, MySQL, and AWS S3.
- **Enhancements:** CMS improvements, rental feature, Klarna and PayPal payment integrations.
- **Migration Start Point:** Insight AI helped stabilise and modernise the Ruby system, enabling its eventual migration into Azure containers.
- **Agile Delivery:** Introduced Scrum-based delivery cycles, improving consistency and stakeholder confidence.



Why Insight AI?

MusicMagpie chose Insight AI for our ability to provide:

- Niche Technical Expertise: Skilled Ruby on Rails developers when the market lacked them.
- Embedded Collaboration: Seamless integration with MusicMagpie's internal team.
- Lasting Value: Agile practices that reshaped ways of working.
- Business Impact: Enabled migration to faster, modern technologies, serving more users simultaneously, driving higher revenue and a better customer experience.

By filling a critical Ruby on Rails skills gap, Insight AI helped MusicMagpie modernise its platform, unlock new revenue streams, and prepare for international growth.



**Thank you
for reading**

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