

# Pivotal Labs Case Study



**INDUSTRY**  
Media

**HEADQUARTERS**  
New York, NY

**PLATFORMS**  
iOS, Website

**WHAT OUR CLIENT SAID**

“Pivotal helped build the framework for Linea as it exists today. Having both teams on the job and moving through test-driven development together really helped us get the software to a very stable place.”

- **George Dy**  
Director, Post + Beam



## Launching a multiple-device photo-sharing ecosystem

The innovation and communication firm Post+Beam knows the value of a good first impression. They reached out for development support for their start-up photo-sharing venture Linea.

### THE CHALLENGE

Post+Beam wanted to launch a startup photo-sharing website and iOS app. They also wanted to build an in-house team that could manage and maintain the product post-launch.

### THE SOLUTION

Linea was conceived of as a slick solution to problems with photo sharing and storage—it creates an ecosystem for users’ photos that is accessible through multiple devices. When you save a shot to your iPhone that you want to share, someone in your circle can instantly access it from their iPad.

The platform we built to make this happen organizes users’ photos into a personalized mosaic and lets them create lines of photos, selectively add members to these lines and insert comments and captions to customize pictures however they like.

While we were co-creating this product, we also helped the Linea crew build a development team to sustain business growth after the engagement ended. We canvassed recruits and used our fine-tuned interview process to help Linea hire the right development team for their needs. Then we trained the newly hired staff.

### THE OUTCOME

Developed for the iPad, iPhone and Web, Linea completed a successful, on-time product launch. Linea’s team walked away agile-trained and familiar with the product, which made for a seamless handoff. Post+Beam staff on the project also received training and continue to practice agile development.