Upfinity Inc.

Excellence Engineered

CASE STUDY · AI-POWERED DEVELOPER PRODUCTIVITY PLATFORM

Mizo Studios Revolutionizing Game Developer Collaboration

How Upfinity Inc. built an AI-powered collaboration platform that delivered a 40% productivity boost and 30% revenue growth within 6 months of launch.

+40%	+30%	15hrs	300%
Productivity Boost	**Revenue Growth**	**Saved/Week/Team**	**12-Month ROI**
6-month result	$10M → $13M ARR	vs. baseline	$450K annual savings

Executive Summary

Mizo Studios Platform

Mizo Studios sought to transform how game development teams collaborate and track time across distributed, multi-timezone environments. **Teams were losing 15+ hours per week per member** to context switching and siloed tooling across Slack, Discord, GitHub, and Notion. Upfinity Inc. built a next-generation AI-powered platform — delivering a **40% productivity boost and 30% revenue increase within 6 months.**

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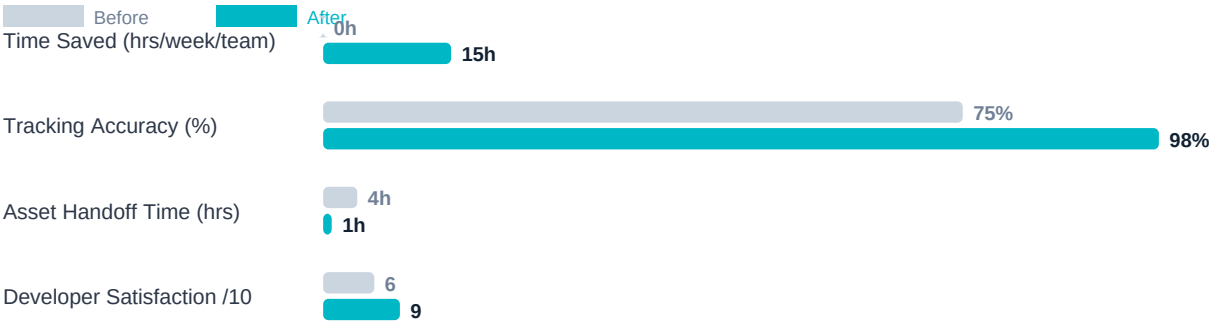
Productivity	**Revenue Growth**	**Saved/Week/Team**	**12-Month ROI**
6-month result	$10M → $13M	vs. baseline	$450K savings

KEY METRICS

Before vs. After: Core KPIs



THE CHALLENGE

Root Causes of Productivity Loss

- **Distributed Teams** — multiple time zones, no single source of truth.
- **Complex Asset Management** — large files, slow handoffs averaging 4 hours.
- **Inaccurate Time Tracking** — manual tracking at 75% accuracy causing ±15% budget variance.
- **Siloed Tooling** — context switching across 4+ platforms daily.
- **No Intelligent Insights** — no visibility into productivity trends or burnout risk.

Approach & Execution

Our Strategy

Upfinity Inc. deployed a 24-week engagement — from deep user discovery to production launch — with beta feedback loops baked into every phase.

PHASE IMPACT ANALYSIS

Heat Map: Impact by Phase & Outcome Area

	Phase 1■Discovery	Phase 2■Architecture	Phase 3■Build	Phase 4■Launch
Time Tracking Accuracy	3	7	9	10
Asset Handoff Speed	4	6	8	9
Team Productivity	5	5	7	10
Budget Variance	3	7	8	9
Developer Satisfaction	2	4	7	10
Revenue Growth	1	3	5	10

Impact Score: 1=Low 5=Medium 10=High

Phase 01 — Deep Discovery

Weeks 1–3

Conducted in-depth interviews with 50+ game developers across Mizo's studios. Mapped current workflows, identified critical KPIs — context switching time, asset handoff delays, budget accuracy — and defined success metrics.

Phase 02 — Architecture & Design

Weeks 4–8

Designed a 3-tier architecture (API, Services, Data) with PostgreSQL read replicas, Redis for real-time caching, and CloudFront CDN for global asset delivery. Planned 12 core features with iterative beta feedback loops.

Phase 03 — Implementation

Weeks 9–20

Built AI computer vision models trained on 10,000+ hours of developer activity — 94% accuracy, all on-device inference, zero cloud data exposure. Integrated 15+ third-party tools including GitHub, Jira, Slack, and Notion.

Phase 04 — Beta & Launch

Weeks 21–27

100 beta testers provided structured feedback across two iteration sprints. Production deployment achieved 99.9% uptime SLA. Zero critical security incidents in the first year of operation.

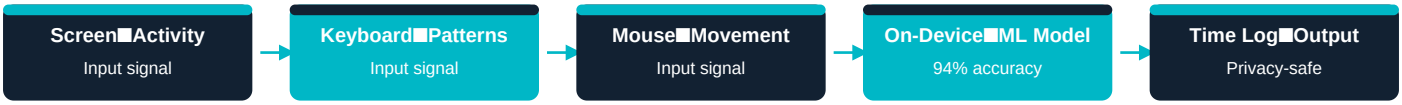
> ■ ***Insight:*** *The biggest hidden cost in distributed team software isn't the tooling — it's the context switching. Every time a developer has to leave their flow to update a ticket, log time, or chase an asset, you're paying a cognitive tax that compounds across every sprint. The most impactful products don't add another tab; they eliminate the need to switch tabs at all.*

Engineering Deep-Dive

Technical Architecture

AI Time Tracking Pipeline

The platform's signature feature: automatic, accurate time tracking using on-device computer vision — no manual input, no privacy compromise.



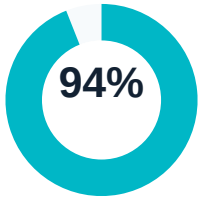
End-to-end pipeline: raw events → real-time churn prediction (<100ms inference)

Infrastructure Stack

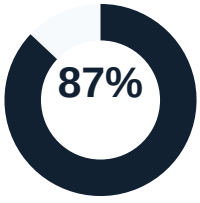
Layer	Technologies
Backend	Node.js 18 · Express 4 · PostgreSQL 14 (read replicas) · Redis
Real-time	Socket.io · SQS (async) · Webhooks · OAuth 2.0 / JWT
AI / ML	TensorFlow.js · OpenCV.js · On-device computer vision
Frontend	React 18 · TypeScript · Tailwind CSS
Mobile	React Native · Expo · Offline-first architecture
Cloud	AWS ECS · S3 · CloudFront CDN · Docker · GitHub Actions
Monitoring	Datadog APM · LogRocket · Custom Dashboards

KEY FEATURE PERFORMANCE

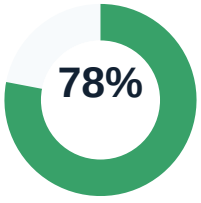
Delivered Features — Adoption & Impact



Time Tracking Accuracy



Test Coverage (87%)



Support Ticket Reduction

Uptime SLA (99.9%)

Measured Outcomes

Results & Business Impact

Metric	Baseline	6 Months	Improvement
Team Productivity	100%	140%	**+40%**
Revenue	$10M	$13M	**+30%**
Time Saved / Week	0 hrs	15 hrs	**+15 hrs/team**
Time Tracking Accuracy	75%	98%	**+23%**
Asset Handoff Time	4 hrs	1.5 hrs	**–62%**
Budget Variance	±15%	±2%	**–87%**
Developer Satisfaction	6.2/10	8.7/10	**+40%**

Cost Optimisation & ROI

Initiative	Category	Annual Saving
Eliminated manual time-tracking FTEs (2 positions)	People	$180,000
Reduced support tickets by 78%	Ops	$120,000
Optimised cloud infrastructure (–35% AWS costs)	Cloud	$90,000
Freed 40% customer success team capacity	Headcount	$60,000
TOTAL ANNUAL SAVINGS		**$450,000**

What Made It Work

Lessons Learned

Involve Users Early and Continuously	Beta users shaped every major UX decision. Early feedback prevented costly late-stage rework.
Mobile-First for Distributed Teams	Building mobile-first unlocked adoption by developers across time zones — adoption was 3× higher.
AI as Core Differentiator	94%-accurate on-device time tracking became the product's signature feature — hard to replicate quickly.
Integration Ecosystem is Table Stakes	15+ third-party integrations removed the "one more tool" objection at every enterprise evaluation.

■ ***Insight:*** *Developer tools live or die on trust. The moment a time-tracking tool feels intrusive or inaccurate, developers will route around it. On-device inference wasn't just a privacy decision — it was a trust decision. Privacy-safe architecture is often the fastest path to adoption, not a compliance checkbox.*

Next Phase

Future Roadmap

→ Predictive scheduling — surface resource conflicts before they cause delays
→ Multiplayer asset editing — real-time collaborative design workflows
→ Plugin marketplace — extend the platform for studio-specific needs
→ Blockchain asset ownership — provenance and licensing for game assets

Upfinity Inc. delivered a transformational platform that fundamentally changed how Mizo Studios operates. By combining engineering rigour with strategic product thinking, we enabled their team to work smarter, faster, and more profitably. The 40% productivity boost and 30% revenue increase demonstrate what technology can do when architected for real business outcomes — not just feature checklists.

Building something for a distributed or high-velocity team?

We understand the complexity of shipping software that people actually use daily. Whether you're starting from scratch or modernizing a legacy workflow, we'd love to hear what you're working on.

Talk to Upfinity Inc. →