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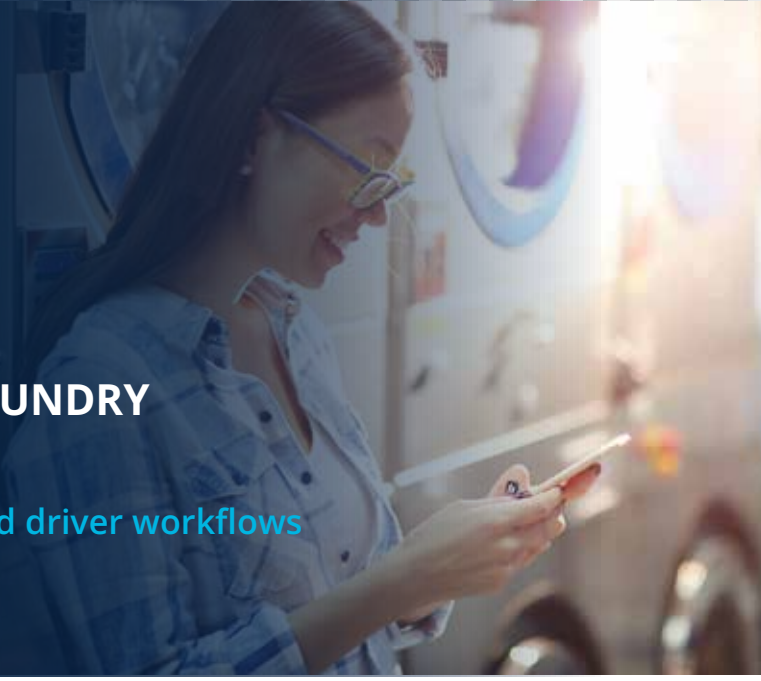

ECOSYSTEM PLATFORM FOR SMB LAUNDRY OPERATORS

Multi-app revamp across POS, dashboard, and driver workflows

Challenge

An all-in-one platform powering small and medium laundry businesses needed to revamp and rebuild its existing application from scratch to keep pace with growing operator demand. Owners required tools to manage day-to-day operations across multiple locations and multiple lines of business, with reporting depth, IoT-enabled device integration, and dedicated apps for in-store staff and field drivers. The platform needed an engineering partner to execute the rebuild across multiple development squads.

Approach

Rebuilt the platform from the ground up across multiple development squads, delivering a connected ecosystem of apps for owners, in-store staff, and drivers.

Engineered a business owner dashboard, an in-store tablet POS app, and a driver app for employees, each tuned to the workflows of a different operator role.

Built a reports module that gives business owners visibility into operations and performance across locations and lines of business.

Integrated IoT-enabled devices using MQTT, RabbitMQ, and a polyglot data layer (PostgreSQL, MongoDB, Redis) to support real-time signal flow across the laundry ecosystem.

Outcomes Delivered

Delivered a unified multi-app ecosystem that lets SMB laundry operators run day-to-day operations across multiple locations from one connected platform.

Equipped business owners with reporting depth and operational visibility across lines of business, replacing fragmented oversight with a single source of truth.

Established a modern, IoT-ready foundation with messaging, caching, and event flow built to scale as operators grow and add new services.

Closing

Veltris combined multi-squad engineering, mobile and tablet app delivery, and IoT-enabled architecture to give an SMB laundry platform a fully revamped ecosystem — connecting owners, in-store teams, and drivers across every location and line of business.