

BEHIND THE SCENES OF OUR DIGITAL HIGHWAY

INTERVIEW

Aurélien Pelletier

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Tinubu has been the historical IT partner of the trade-credit and surety industry for the last two decades. Today, its solutions are used by more than 30 carriers worldwide.

Tinubu's recent transformation also embeds its streamlined technological approach in conceiving its products and applications, namely, the launching of its Digital Highway.

Question #1 - From your end on the technology side, what is Tinubu's Digital Highway?

Aurélien Pelletier: First, let me say that Tinubu's rebranding is not just about the logo, and the Digital Highway is not just a name, it's the result of an improved organization. It's based on a modern platform allowing us to build applications tailored to what our customers need.

And to do that, we conform to the standards that are used by the world's most performing IT enterprises, you know, the Tech Giants.

That's why we call it the Digital Highway, it's a place where our client's business can accelerate safely.

That means our roadmap starts with a product vision². We think outcomes – such as increased premium volume, customer satisfaction – rather than output – a mere list of desired features.

We also break down this product vision work into 3-time horizons: What we are implementing now, what should be set next, and what can we project for later?

We then fill these 3 horizons with high-level goals coming from the problem space³, before we actually start looking for the right solution.

This is where we make sure the Tinubu highway leads you in the right direction.

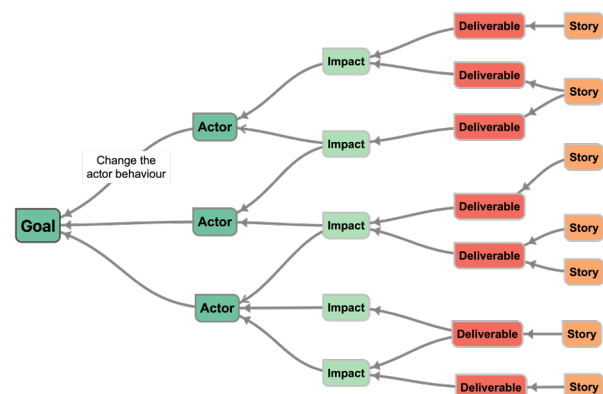
Question #2 - So, bring us now behind the scenes; how did you come to set this up?

Aurélien Pelletier: The way we have changed our working model is in two steps. First, we Do the right thing, second, we Do it right!

Now, for us, doing the right thing means using practices such as Wardley mapping¹ to be sure we focus on the most valuable items for our customers.

Sources:

1. <https://www.consuunt.com/wardley-ma>
2. <https://twitter.com/simplybastow/status/1168531721>
3. <https://twitter.com/VaughnVernon/status/1519320165585809410>





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Question #3 - You said the second step was doing it right, what does it entail more for you?

Aurélien Pelletier: Keep in mind that our platform enables us to rapidly develop suitable applications for our clients, and do it faster.

So, one approach we chose to do the right thing right is to organize our teams in product mode⁴. They are cross-functional, long-lived, autonomous, empowered, and outcome-oriented. As we mentioned earlier, we want them to be able to solve problems and improve business value, rather than just deliver scope on schedule.

So we have actually established the team topologies⁵ by having the product teams beeing themselves supported by other dedicated teams.

Question #4 - How do these product teams then operate?

Aurélien Pelletier: When they design a solution, they want the implementation to genuinely align with business expertise requirements. They also want the solution to remain maintainable over time, and easy to evolve. Therefore, they use many tools to achieve that such as Domain Driven Design.

They also follow a user journey map taking into account all the client pain points to be sure they deliver a flowing and great User eXperience.

Question #5 - And on the programming side?

Aurélien Pelletier: We rely on eXtreme Programming practices including refactoring, pair programming,

Test Driven Development... We in fact aim at writing high-quality code with just enough automated tests.

Also, you should know that the platform is defined by its well-documented API that allows for a faster development of the customer application.

Those applications are built on top of our platform using a mix of DSDM and SCRUM methodologies to remain Agile and deliver the most value within a limited timeframe and resources.

We also use MoSCoW prioritization to manage business expectations effectively, and we follow the Accelerate KPIs to constantly improve the way we deliver business value through our software platform.

Question #6 - A final word?

Aurélien Pelletier: Welcome to Tinubu's Digital Highway! ■

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About Tinubu

Tinubu is the business facilitator and exchange enabler that delivers fluidity and simplicity to the insurance industry by using the strength of collective performance.

Our company is an alliance of technology software and insurance expertise offering the best combination to its clients. It covers the entire value chain of credit insurance & surety with one end-to-end platform, connecting every part of your business with one digital highway.

Established in 2000 and headquartered in Paris, France, Tinubu is an independent software provider and employs 170 people, located in Paris, London, New York, Orlando, Singapore, and Montreal. Its clients represent 30 of the top 60 Credit & Surety underwriters worldwide.

About the Author

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Aurélien joined Tinubu in 2021 as CPTO and is a key actor in Tinubu's technological advances to become the "Digital Highway" for Credit Insurance & Surety customers.

Aurélien has more than 20 years of experience working in the tech industry providing best-in-class services, including a proven 10-year track record at C-level positions at Atos, Sfeir, and Prestashop.

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