

**CASE STUDY.**

# Growing an Ecosystem for Millions of Floor Plans

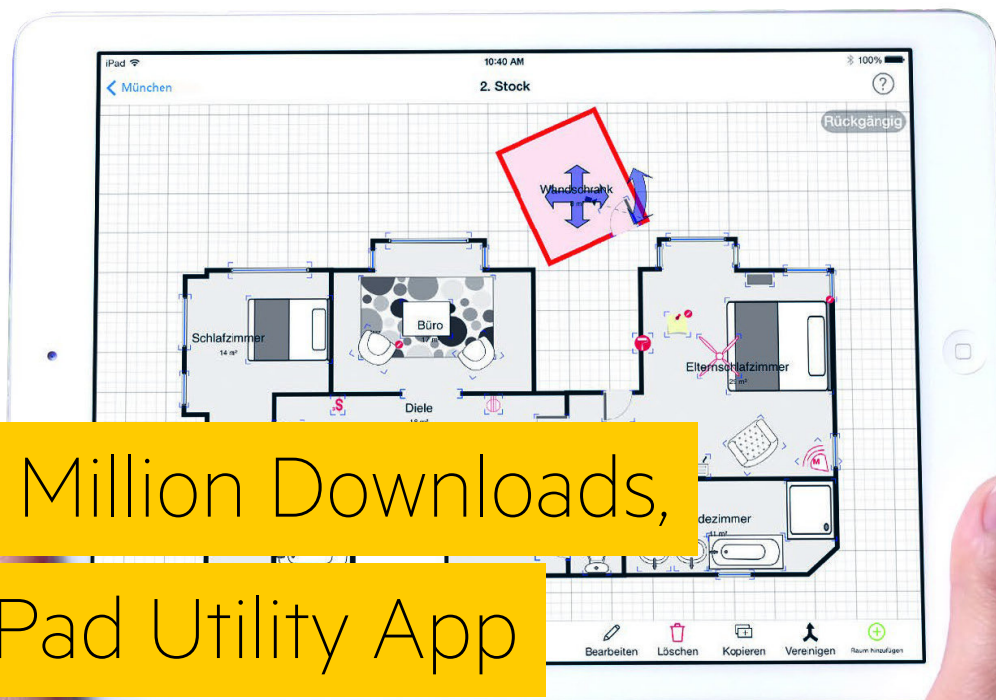


# About **magicplan**

magicplan's goal is to make floor plan creation fast and simple. The app is used by homeowners and contractors, real estate agents, interior designers, home inspectors, and even firefighters to map the equivalent of a small town every day.

Cutting edge technologies such as reality capture, augmented reality, sensor fusion and image processing enable quick and accurate mapping of millions of square feet per day.

magicplan has developers in Canada, Germany, the USA and France and offices in Montreal and Munich. The app has 14+ million downloads and it has been #1 iPad utility app in 117 countries.



14+ Million Downloads,

#1 iPad Utility App

in 117 Countries

## // CHALLENGE

# Structure and Scalability when Onboarding Integration Partners



Because of its breakthrough success and the market-leading floor plan capabilities, magicplan receives lots of inbound interest for API and enterprise integrations. The app itself has evolved from offering floor plans to building surveys, construction supply procurement and on the spot estimates for construction work. A growing ecosystem connects to magicplan's cloud backend via sophisticated APIs.

HeyPragmatic has been asked to bring structure and scalability to the process of onboarding integration partners. This enables magicplan's team to rapidly seize market opportunities without getting bogged down in repetitious integration tasks.

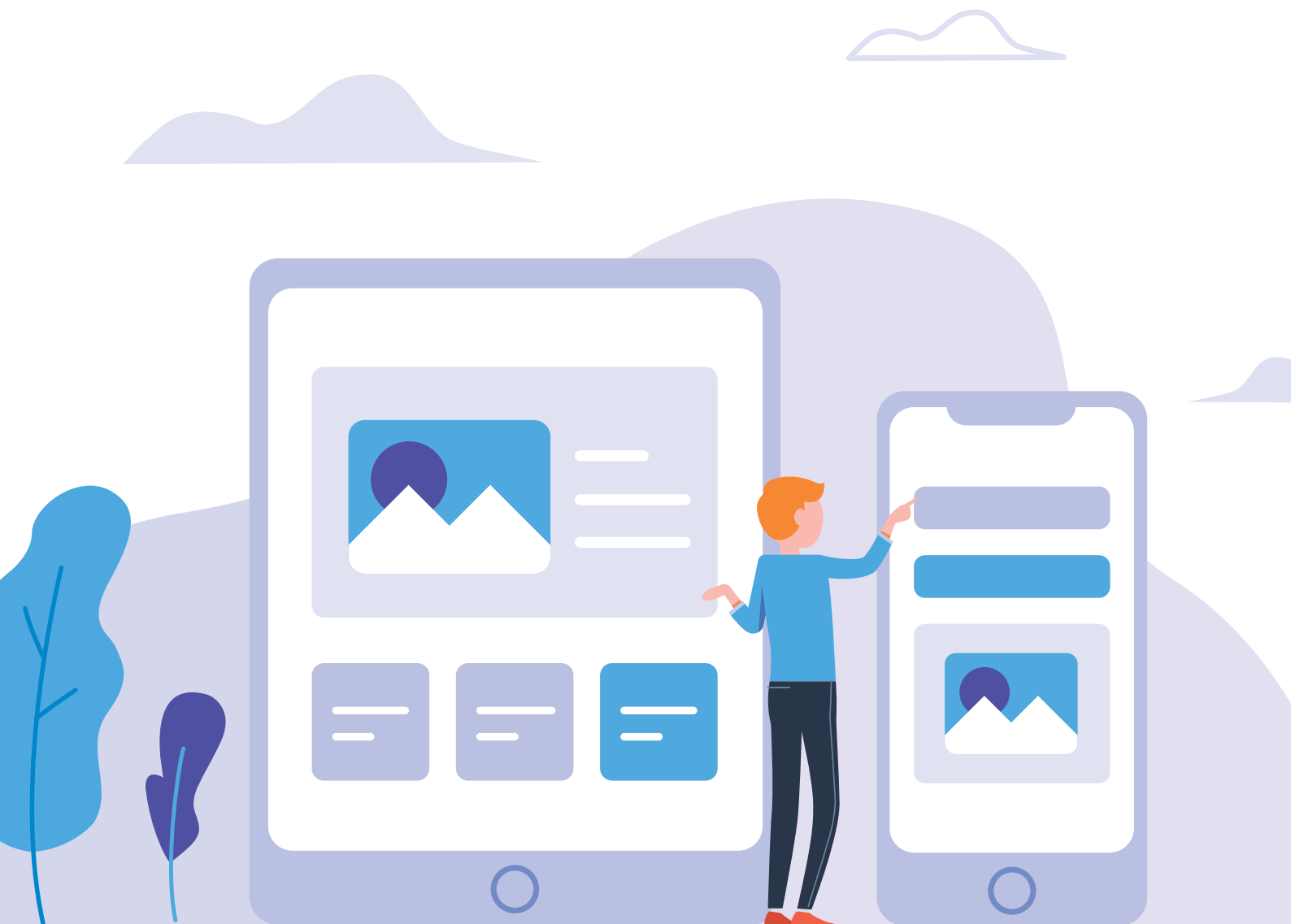


// SOLUTION

# Being Developers Ourselves, We Made It Accessible

In collaboration with magicplan's leadership team, we analyzed customer interactions and identified common use cases, questions and concerns. At the same time, we reviewed diverse technical documents to create a detailed and accessible description of magicplan's API.

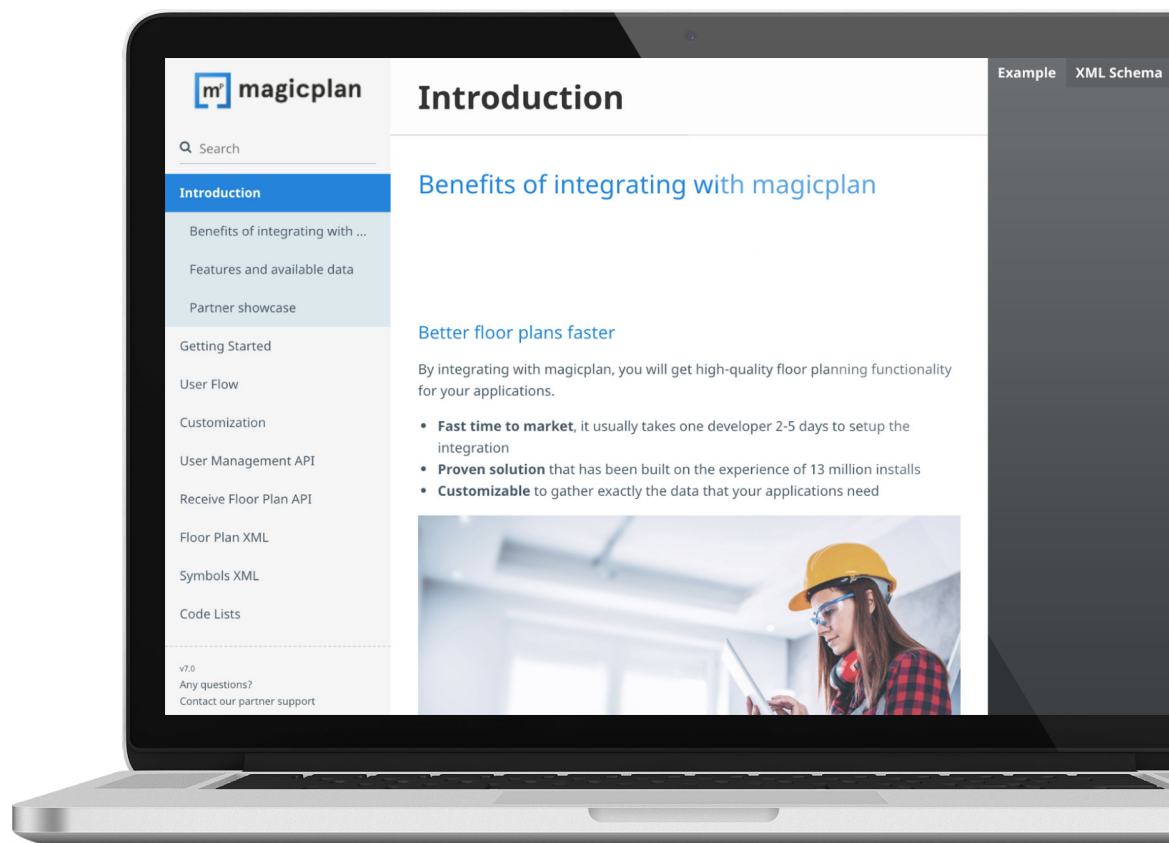
Being developers ourselves, we made sure that it is a joy to work with magicplan by augmenting the specification with code samples, best practices and screenshots. The resulting integration guide covers all stages of the onboarding process. It provides a solid foundation from the initial assessment of API capabilities to the details of the integration.



## // RESULTS

# Less Time for Repetitive Tasks, more Time for the Specifics of each Integration

As a result, the time and effort for onboarding new partners has been reduced substantially. Discussions that took weeks are completed in days. magicplan's team spends less time on repetitive tasks and more time on the specifics of each integration, thereby increasing the satisfaction and success of all partners within magicplan's ecosystem.



*“HeyPragmatic has been really quick to understand the shared business objectives of magicplan and our partners. In collaboration with our team, they have proposed pragmatic steps to unlock the full potential of integrations and to further our ecosystem strategy. The execution of the project was professional, diligent, efficient, and, most importantly, successful. I am impressed with HeyPragmatic’s ability to bring everyone on the same page, from business decision makers to software developers. I highly recommend them for projects that require both business acumen and technical expertise.”*



**Francis Malka**  
Founder, Sensopia



**hey/pragmatic**

Wattstr. 11  
13355 Berlin

+49 30 12059353  
[hi@heypragmatic.de](mailto:hi@heypragmatic.de)

[heypragmatic.de](https://heypragmatic.de)