

Peach Loves Case Study

MANUFACTURING & ENERGY

Information contained in this document is strictly private and confidential and is for the company intended information only.

CLIENT CONTEXT

Infinity Renewables

Infinity Renewables is a fast-growing renewable energy provider that had invested heavily (£330k+) in a bespoke CRM platform intended to support sales, installation, and operations, the project pre Peach Loves had hit issues and obstacles that could not be overcome.

Peach Loves was instructed to direct and save the project.



The Challenge

- The CRM had suffered scope creep, weak governance, and poor architectural decisions.
- Key workflows were incomplete or inefficient.
- Data security, platform reliability, and scalability were at risk.
- The client required a partner capable of system rescue, not just feature delivery.



Peach Loves Solution

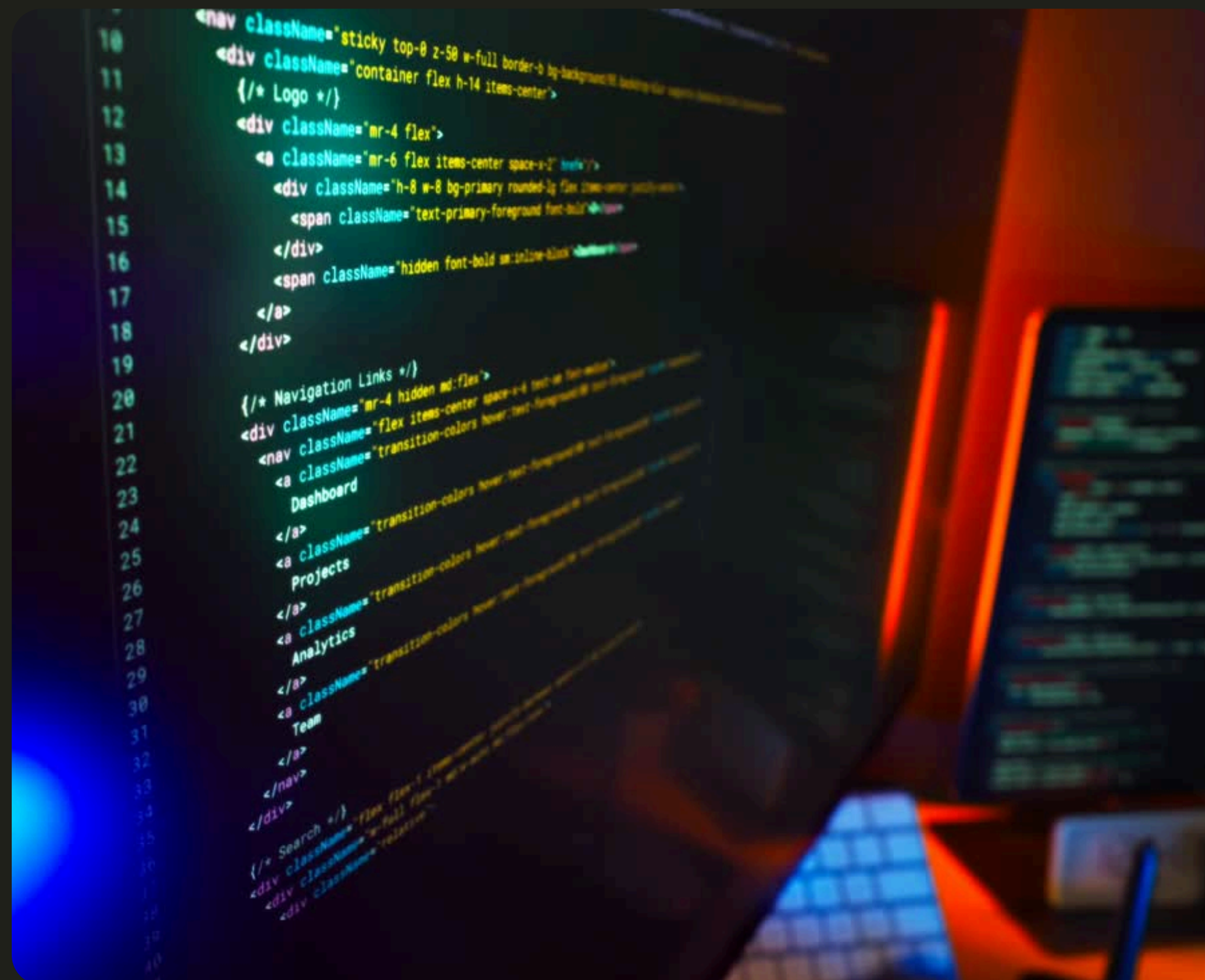
Peach Loves engaged as a CTO-led transformation partner, delivering a structured rescue and stabilisation programme:

Phase 1 – Immediate Stabilisation

- Full technical and security audit
- Identification of architectural risk and performance bottlenecks
- Bug fixes, API stabilisation, monitoring, and logging
- Security hardening and data integrity controls

Phase 2 – Strategic Rebuild

- Modular rebuild roadmap aligned to real operational workflows
- Improved API integrations (sales, finance, install teams)
- Dashboarding, reporting, and workflow automation
- Long-term platform governance and scalability planning



Technology Stack

- JavaScript frontend
- Node.js backend
- API integrations (Internal systems and developed App)
- DevOps, security monitoring, and system observability

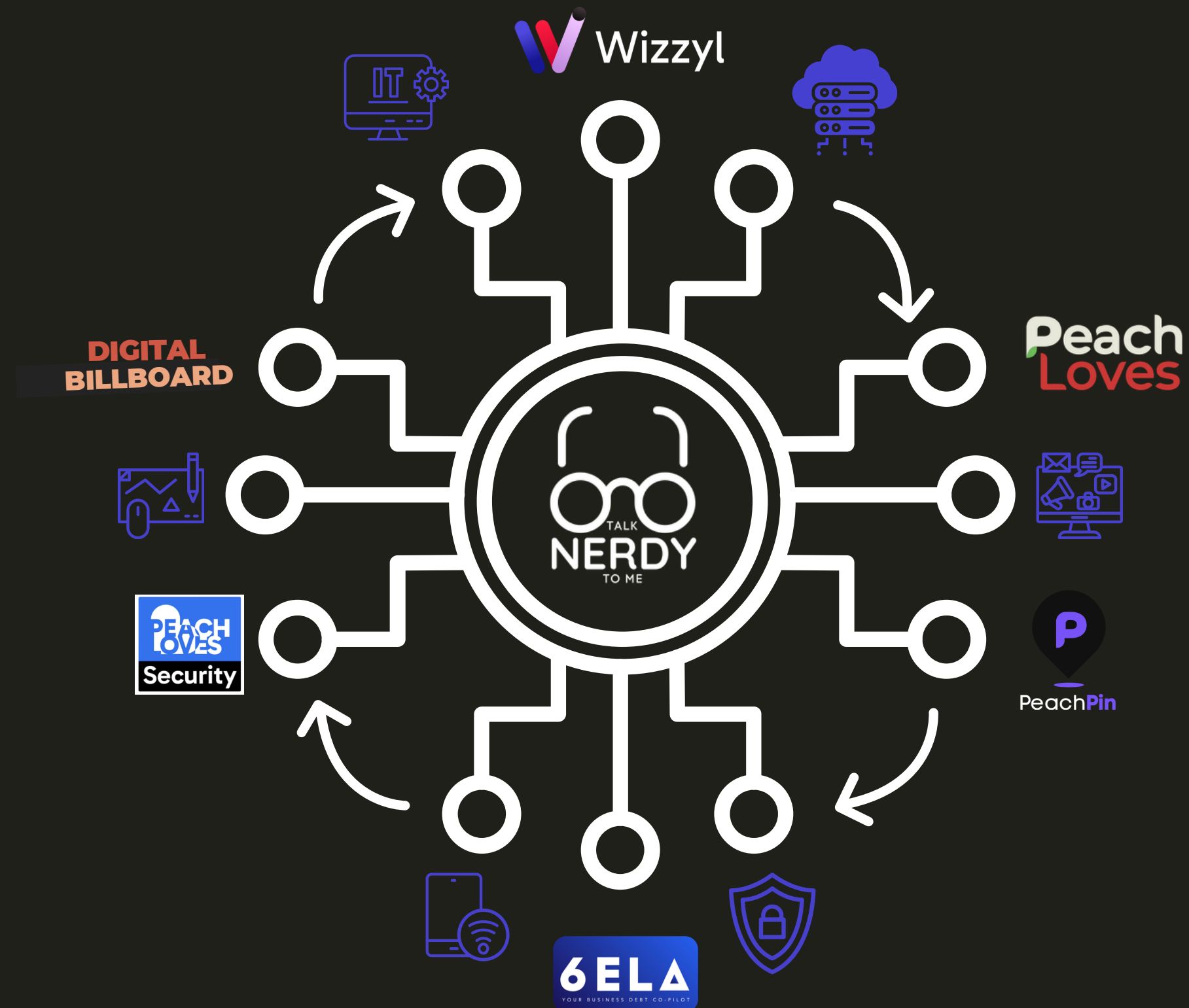
Outcome & Impact

- Restored confidence in a previously failing platform
- Reduced operational friction across sales and delivery teams
- Created a scalable digital foundation aligned to growth plans
- Converted sunk cost into a viable long-term asset.



The Flywheel

Talk Nerdy To Me Eco-System



Information contained in this document is strictly private and confidential and is for venture capital company information only.

Peach
Loves