



Blue Trail Software

Scaling QA and Engineering Foundations at Axeptio

Client Overview

Axeptio is a fast-growing privacy-tech company that helps businesses manage consent and data compliance with elegant, user-friendly tools. As the company evolved from startup to scale-up, acquiring three competitors across Brazil, Canada, and the Netherlands, the engineering organization faced challenges to keep pace with its growth.

When BTS entered the picture, Axeptio was in the midst of transitioning from a startup-style development environment, no QA process, ad-hoc documentation, and no structured release pipeline, to one that could support their scale-up ambitions. The CEO, Romain Bessuges-Meusy, met BTS at a FrenchFounders networking event in San Francisco, and after a follow-up meeting in Paris, a partnership was born.

The Challenge

By the time BTS joined the team, Axeptio was facing significant delivery risks across both engineering and QA:

- **No QA Process or Team:** Testing was left to developers, leading to biased validations, a focus on happy paths, and minimal test coverage.
- **Frequent Production Issues:** Critical bugs were going unaddressed, sometimes for weeks or months. Developers spent excessive time investigating customer-reported issues, only to find the root cause in misconfigurations or missing documentation.
- **Organizational Friction:** Product and engineering teams were misaligned. Debates over tech stack choices and endless refactoring discussions overshadowed business value delivery.
- **Team Isolation:** Frustration among engineers led to silos and decreased morale.

“We were struggling to deliver client-facing value. Bringing in outside help helped us cut through the fog of war.”

Romain Bessuges-Meusy
CEO, Axeptio



The BTS Solution

BTS was initially brought in to help launch a new product line, but quickly became central to Axeptio's technical transformation, engineering, QA, and leadership included.



Engineering Support

- **CTO Replacement & Organizational Redesign:** BTS advised Axeptio in replacing an underperforming CTO. The new hire, recommended by BTS, brought structure and leadership to the technical organization.
- **Architecture Rebuild:** BTS led the decision to rebuild core systems from scratch, eliminating legacy debt and setting the foundation for scalable, modern infrastructure.
- **Mentorship & Upskilling:** BTS engineers worked side-by-side with junior devs, mentoring them on best practices and helping to elevate the internal team's skillset and discipline.



“We're not just checking that things work. We analyze the issue in the context of the product and lead conversations between engineering and product to get to the best result.”

Rodrigo Quinta
BTS QA Lead



Quality Assurance Overhaul

- **Process Design & Implementation:** BTS became Axeptio's QA team, designing the testing strategy from scratch, including manual and automated testing, release coordination, and issue triage workflows.
- **End-to-End Coverage:** The QA team tested a wide ecosystem including JavaScript SDKs, browser extensions, mobile SDKs (Android/iOS), and plugins for platforms like Shopify, WordPress, and Webflow.
- **Tooling & Automation:** Introduced automated API testing using Python (Pytest), Allure reporting, and CI/CD integration via GitHub Actions.

Tangible Outcomes

- **Faster Response to Issues:** Cleared a significant bug backlog, customer-reported issues that previously lingered for weeks are now triaged and escalated within days and shipped key updates with enhanced stability and team confidence.
- **Higher Quality Releases:** Dedicated QA coverage before production significantly reduced regressions and post-release issues.
- **Improved Productivity:** With QA absorbing the burden of investigation, developers now spend less time chasing bugs and more time shipping features.
- **A Unified Team Culture:** The introduction of distributed team members (US, Latin America, Europe) led to better documentation, clearer communication, and a more globally aware engineering culture.

“BTS helped us move from a craftsmanship mindset to an industry-grade QA discipline.

Romain Bessuges-Meusy
CEO, Axeptio



Strategic Impact



Stronger Architecture:

Rebuilt the platform with modern engineering principles for long-term scalability.



Team Maturity:

Mentored junior developers, instilled best practices, and implemented a test automation framework that continues to evolve.



Reliable Partnership:

BTS quickly built trust with the new CTO and acted as a true strategic partner, not just operational.

“BTS’ strategic value lies in building trust, addressing critical technical challenges, and delivering lasting improvements that elevate both technical maturity and internal capabilities.

Ariel Schiera
BTS Technical Director

Testimonial

“I would describe BTS as a rock-solid partner. You can’t be agile if your engineering backbone is flimsy. The sturdiness and calm BTS provides is what gives my organization its ability to react and adjust every day.

Romain Bessuges-Meusy
CEO, Axeptio

