

Scaling success: How CashBook transformed with Google Cloud



Client profile

CashBook is an Indian fintech startup dedicated to empowering small businesses through the “simplicity of technology.” The company’s innovative mobile app offers real-time, collaborative record-keeping for business transactions, paving the way for financing opportunities through big data analytics.

CashBook wanted to identify power users (users who typically record more than 200 entries in the CashBook application in a span of 30 days) within a few days of signup. Previously, CashBook employees took about two weeks to manually identify power users. We used Google Cloud’s Firebase to rapidly grow the fintech app, ensuring secure data management and scalability with services like Cloud Functions, Firestore and BigQuery, reaching small businesses across India and beyond. The app now supports 800,000 active monthly users in 2,000 cities across India. We helped the client to better focus on their most significant customers.

“ Building our mobile app on Firebase and Cloud Functions has allowed us to concentrate on core business logic while keeping our engineering team lean. With robust managed services, I can rest easy knowing the app is always up and running. My thanks to NTT DATA and Google Cloud — we’re thrilled with the results.”

Ashutosh Pathak, Co-founder and CTO, CashBook

2x

customer base to 800,000 within six months

50%

reduction in back-end provisioning needs

2x

latency reduction empowers customers with real-time data insights

Business need

Secure financial data while scaling seamlessly

To achieve their mission of empowering businesses, CashBook required a robust cloud solution that could scale up fast while being managed by a lean development team. It also needed built-in security features for handling sensitive financial data. After evaluating several major cloud providers, they opted to build their mobile app on Firebase, a Google Cloud-managed platform designed specifically to make web and mobile application development easy for developers.

Solution

Enabling secure growth with Firebase and Google Cloud

NTT DATA helped CashBook build its fintech app on Google Cloud's Firebase, leveraging its simplicity and power to enable rapid growth and secure data management. The platform's global reach and managed services — including Cloud Functions, Cloud Pub/Sub, Firestore and BigQuery — provided the scalability and security needed to serve small businesses across India and beyond.

The key components of the solution include Firebase and Cloud Functions, which enabled lean development by automating back-end processes and allowing the team to focus on creative app development. Cloud Pub/Sub and BigQuery powered advanced data pipelines and predictive analytics, delivering personalized user experiences. Additionally, Google Cloud's global network supported CashBook's expansion with consistent low-latency performance, ensuring seamless service across multiple regions.

Outcomes

Secure, real-time financial insights

NTT DATA played a crucial role in CashBook's journey by expertly leveraging Google Cloud's capabilities. Together, we fostered a culture of innovation, enabling CashBook to push the boundaries of fintech and empower small businesses on a global scale.

CashBook's use of Google Cloud's integrated ecosystem led to significant improvements in performance, security and scalability. With Firebase, the startup maintained high performance while expanding its reach, ensuring that small businesses across India could access secure, real-time financial insights.

Highlights:

- **Doubled customer base** to 800,000 within six months
- **Halved back-end provisioning needs**, enabling rapid expansion with a lean development team
- **2x reduction** in latency
- **Global growth** supported by worldwide data center network
- **Advanced security protocols** enable collaborative solution building with zero glitches

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