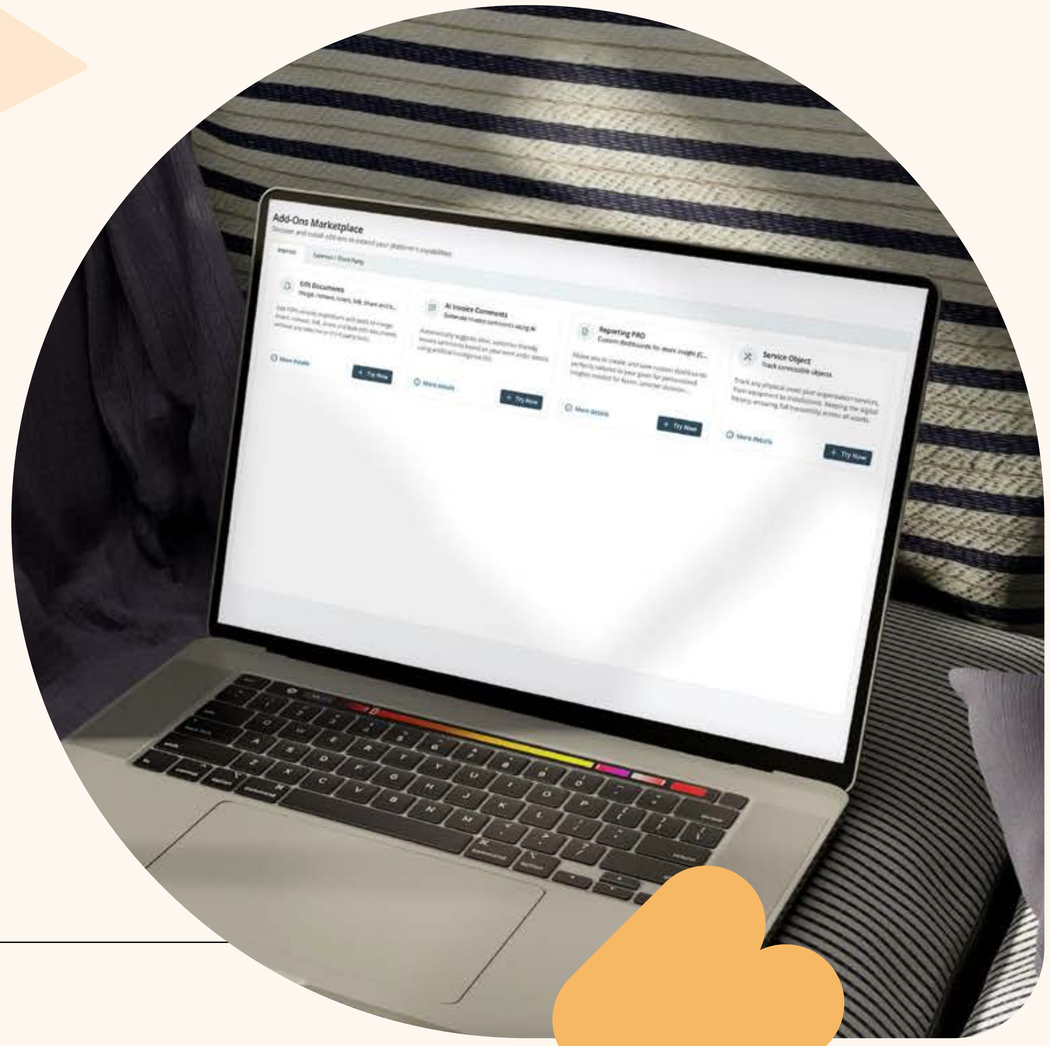
corzent x CONTRACTING WORKS

# Add-on Marketplace

A centralised marketplace within Contracting Works that allows administrators to discover, enable, and manage optional features on demand, without deployments, support tickets, or manual intervention.




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The Contracting Works Story

About the Client

# Contracting Works AS

Contracting Works AS is a Norwegian construction management SaaS platform.

Corzent has been their dedicated engineering partner for over two years, delivering features now used by **400+ construction companies** and facilitating more than **200,000 appointments** on the platform.



The Challenge

# Feature flags existed technically, but not as product experience.

As Contracting Works evolved, the platform accumulated a growing number of optional, premium, and experimental features.
Feature flags already existed, but control over them was fragmented and operationally expensive.

### External support portals

Feature enablement was handled via external support portals, not within the product.

### No customer visibility

Customers had no way to see what optional capabilities existed.

### Slow monetisation

Monetisation experiments were slow due to process friction.

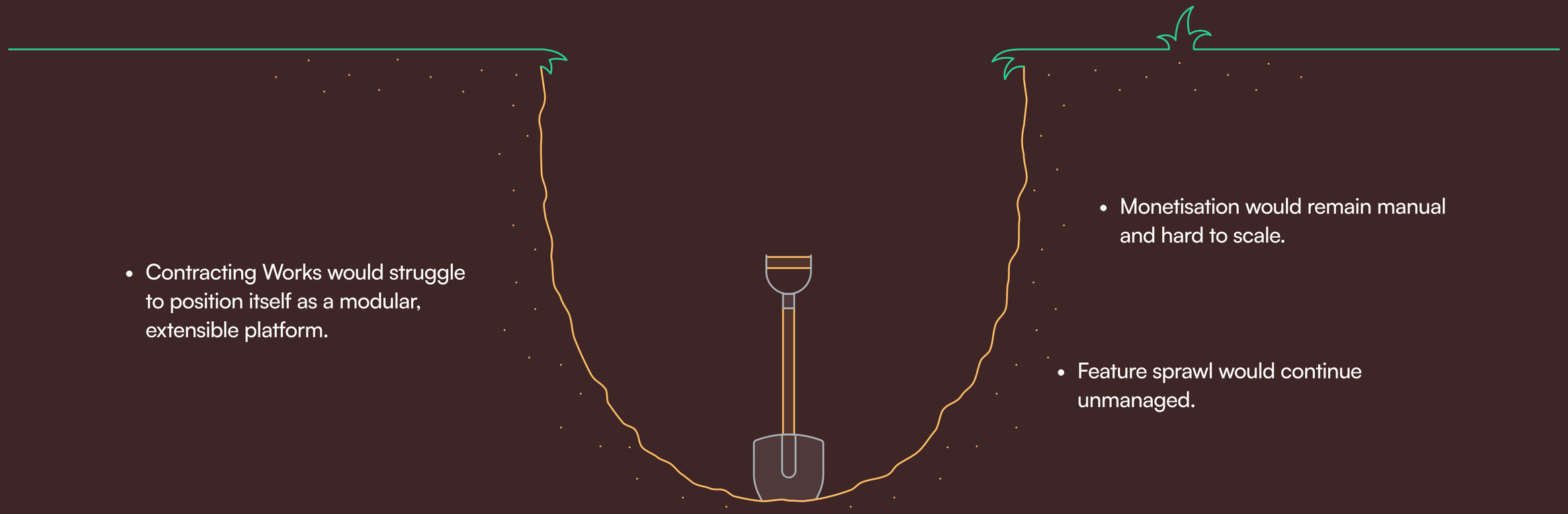
### Manual intermediaries

Sales and support teams acted as gatekeepers for every feature request.



# If left unsolved...

- Contracting Works would struggle to position itself as a modular, extensible platform.



- Monetisation would remain manual and hard to scale.
- Feature sprawl would continue unmanaged.

The Origin Story

# Built from real operational pain, not a product brief.

While Contracting Works already had feature flags, the missing piece was a customer-facing control layer built on top of them. This need surfaced organically through:

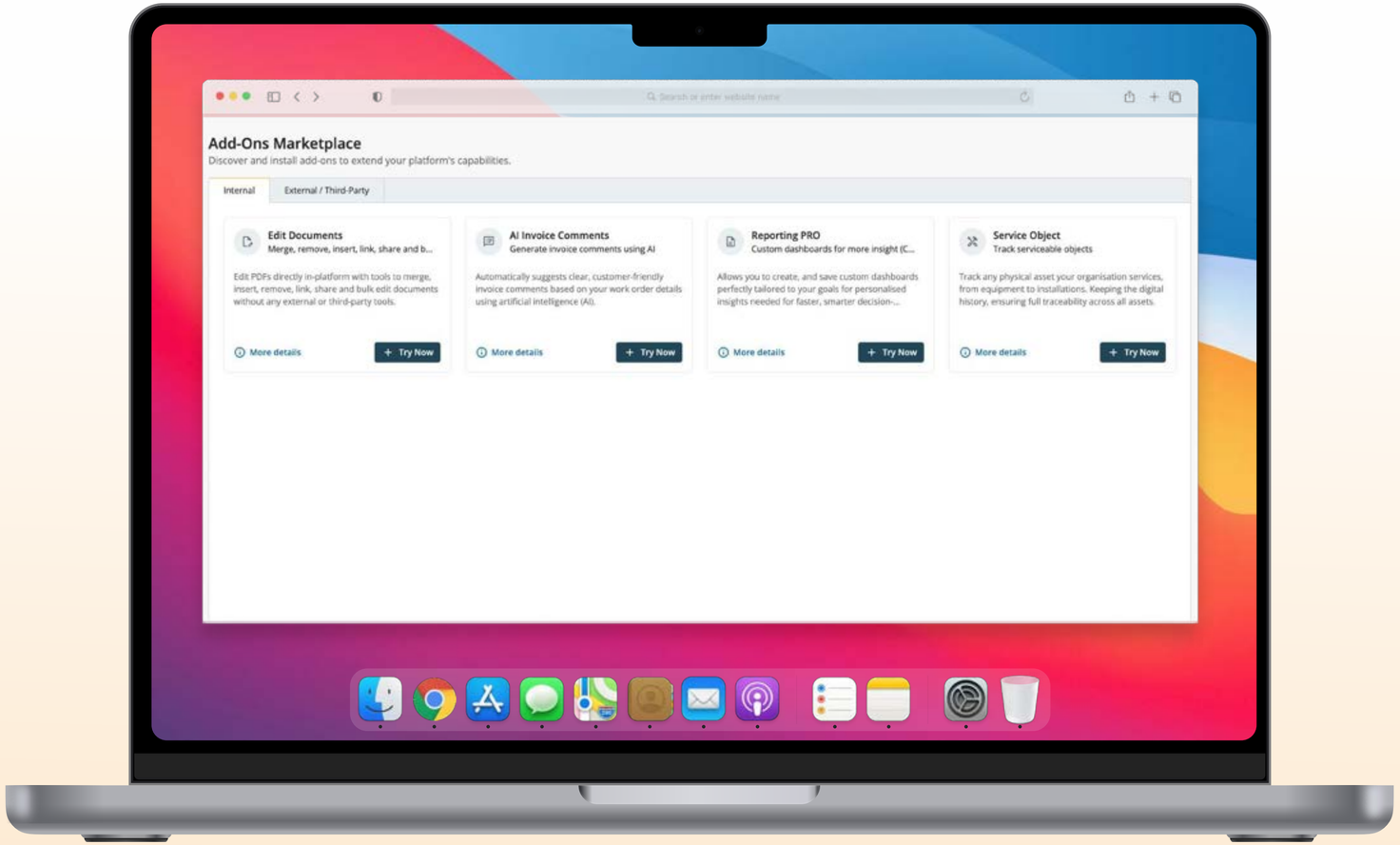
- Repeated sales and support workflows around feature enablement
- Internal realisation that feature flags ≠ productised add-ons
- Growing interest in monetising advanced capabilities (e.g. Edit Documents, AI features)

# Why we committed to building it

- Clear alignment with Contracting Works' SaaS growth strategy
- Low-risk leverage of existing infrastructure, no greenfield build required.
- Strong upside for experimentation: trials, bundles, tiering

The Solution

# We turned internal feature flags into a self-serve marketplace without rebuilding the infrastructure.



The Solution

# How it works

01

**A new Marketplace section is added to the Contracting Works application.**

02

**Add-ons are listed with:**

- Description
- Feature breakdown
- Enable / Disable controls

03

**Only authorized roles (Admin / Support User) can manage add-ons.**

04

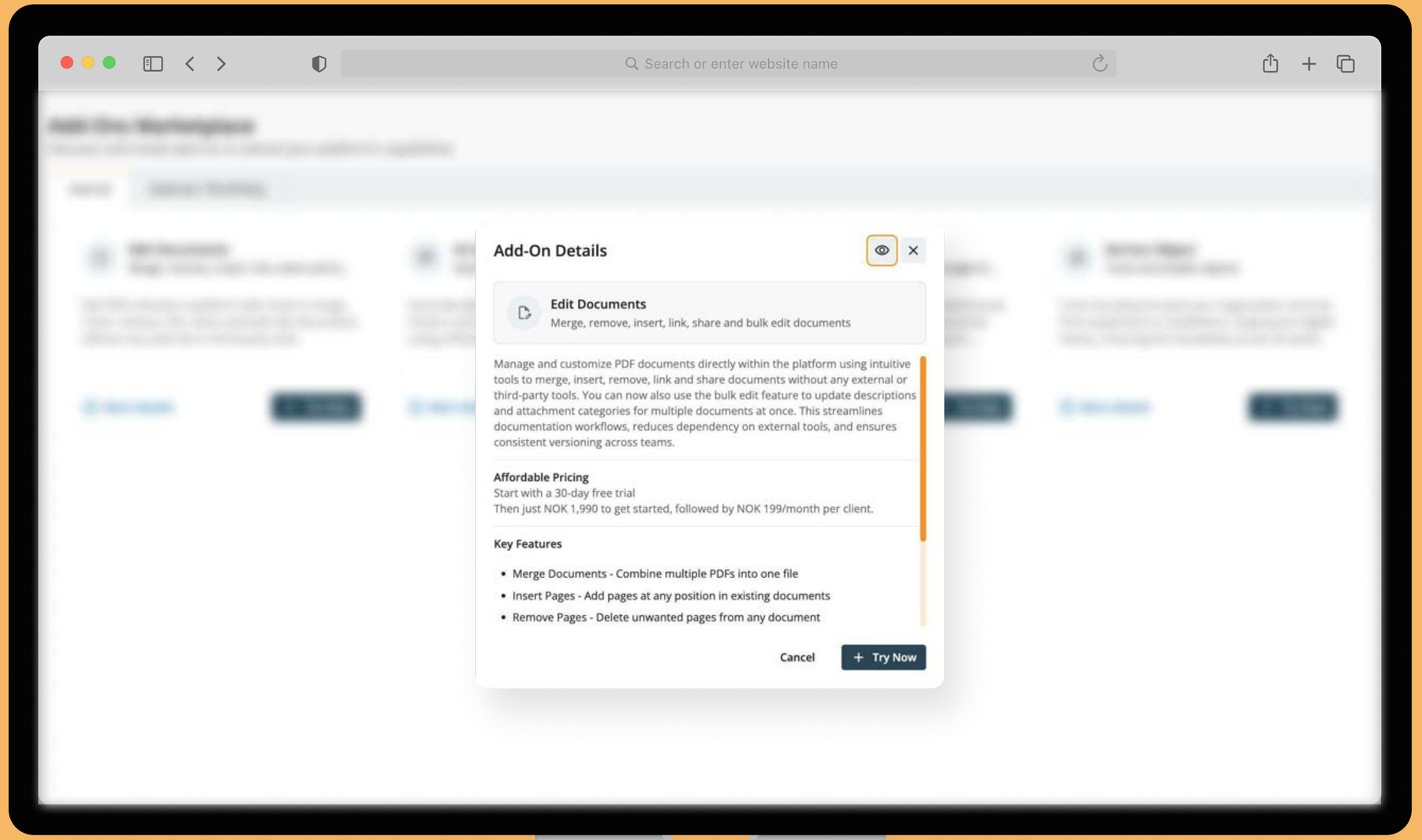
**When an add-on is enabled:**

- The system maps it to one or more feature flags.
- Flags are activated for the tenant instantly.

05

**When disabled:**

The same flags are cleanly removed.


Search or enter website name
Add-On Details
Edit Documents
Merge, remove, insert, link, share and bulk edit documents
Manage and customize PDF documents directly within the platform using intuitive tools to merge, insert, remove, link and share documents without any external or third-party tools. You can now also use the bulk edit feature to update descriptions and attachment categories for multiple documents at once. This streamlines documentation workflows, reduces dependency on external tools, and ensures consistent versioning across teams.
Affordable Pricing
Start with a 30-day free trial
Then just NOK 1,990 to get started, followed by NOK 199/month per client.
Key Features
Merge Documents - Combine multiple PDFs into one file
Insert Pages - Add pages at any position in existing documents
Remove Pages - Delete unwanted pages from any document
Cancel
Try Now

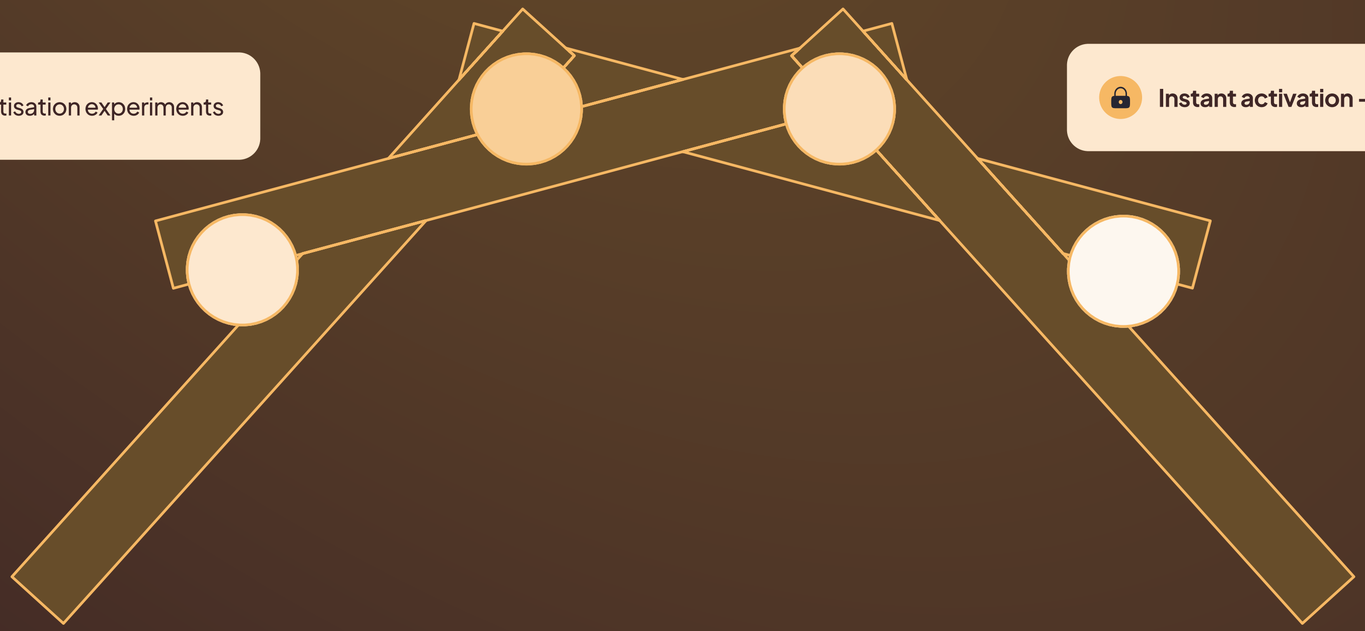
# Key design decisions

**Reuse of existing infrastructure →**
no greenfield build, lower risk, faster delivery.

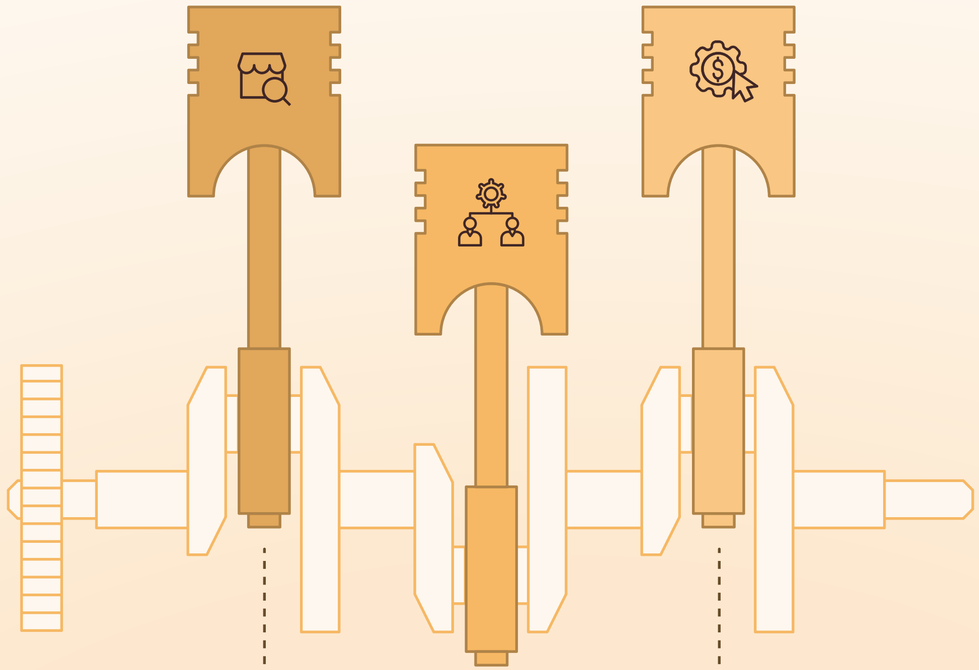
**Contextual gating →**
features remain visible in the UI, but are gated contextually.

**No billing in v1 →** Avoids blocking monetisation experiments

**Instant activation →** no deployment or downtime required.



# What makes it different



Not just a settings page,
a discoverable marketplace.

Built to scale from internal add-ons
to third-party integrations.

Enables Monetisation without
hard-coding business logic.

Impact And Results

# The Marketplace delivered value on day one operationally, commercially, and for the customer.

## Operational

- Eliminated manual support workflows for feature enablement.
- Reduced dependency on external support portals.
- Feature activation: turnaround reduced from days to an immediate self-serve action.

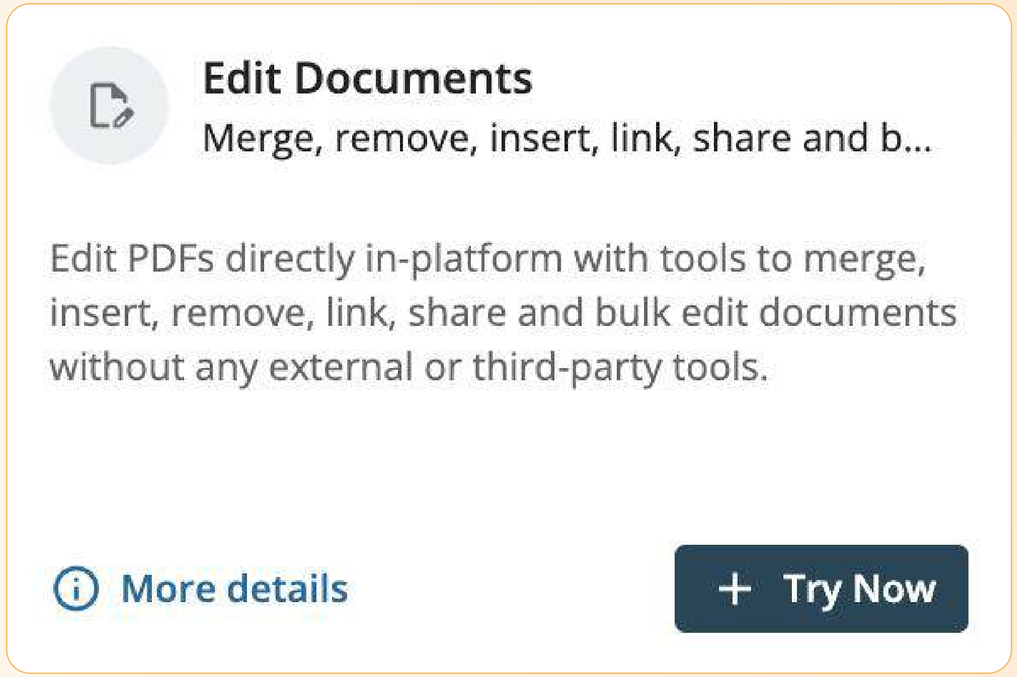


# Business

- Enabled trial-based feature adoption. Edit Documents was the first example.
- Created a structured foundation for bundling and tiered offerings.
- Improved sales conversations, features are now visible and tangible to prospects.

# Customer

- Greater autonomy and transparency for administrators.
- Clear understanding of what optional capabilities are available.
- Reduced friction when exploring or enabling advanced features.



Behind The Scenes

# What made this hard, and how we solved it.

## Key challenges

- Designing a system that felt like toggling but behaved like provisioning.
- Ensuring safe enable/disable flows without breaking existing data.
- Aligning frontend behaviour with backend feature state consistently.

## How the team handled it

- Strict scope control, v1 focused only on enable/disable.
- Feature flags always treated as the source of truth.
- Backend implemented via stored procedures for controlled side effects.
- UI designed to work with real and mock data interchangeably.

## Scalability & security

- Role-based access enforced at API level.
- Audit logs introduced for all add-on changes.
- Architecture supports: bundles, trials, AI feature groupings, external add-ons.

What's Next

# The Marketplace is a foundation, not a finished product.

## Future Evolutions:

Free trials and timed enablement




Bundled add-ons (e.g. AI Suite)



Usage-based insights



Billing and invoicing integration



Third-party marketplace expansion



Corzent is a collaborative, people-first, digital product engineering company, empowering businesses of all sizes to build and scale. Established in 2021 and headquartered in Sri Lanka with a regional centre in UAE, Corzent leverages its expertise in UX/UI design, prototyping, SaaS & mobile development, to help clients seamlessly integrate their existing teams with our staff augmentation and dedicated development services.

**For inquiries please reach** hello@corzent.com