

F500 apparel company moves development onshore for major product launch

A leading sports apparel company wanted to create a critical new wearable fitness platform to solidify its dominant market position and expand customer relationships. The product encompassed a range of components including a SaaS foundation, embedded software, firmware, mobile applications and desktop applications. Our client required scalability with short notice.

With that goal, our client focused on strategic excellence, leaning heavily on their tier 1 offshore partner for software development and iterative delivery. Because of the high-profile and strategic nature of the product, client stakeholders were deeply engaged in every stage of the effort, refining the product vision and requirements daily.

As the early stages of the project progressed, several issues quickly surfaced:

- Backlogs increased, existing resources became overloaded, productivity decreased and project timelines were compromised.
- Placement of onsite teams in Oregon required more than six weeks.
- Team morale suffered as onsite teams from overseas had difficulty developing effective relationships with client team members.
- Offshore developers struggled to understand business objectives and desired product experience.

The culture gap created a tangible effect on the ability of the team to align and function as a cohesive unit with a common goal. This exacerbated every project challenge that presented itself.

After several months of struggling to make progress, the team acknowledged that launch dates and project success were being compromised. The client turned to Catalyte because of its reputation for providing exceptional services onshore and on time.

Three business days later, Catalyte had a scrum development team on site diligently working to get the project on track and on schedule. With Catalyte, our client found:

- Equal billrates and terms as the offshore team.
- More effective delivery and higher quality work.
- Fast and enthusiastic acculturated teams working cohesively as a unit adapting to client's culture and norms and meeting expectations.

Catalyte increased quality and productivity dramatically by solving the issues the client faced with its offshore partner. As a result, the product got to market on time and within budget.

As Catalyte proved its worth and value over the next three months, the client shifted 80 percent of the project's development to Catalyte. It was fast to transition to enhancements and maintenance, while also taking on efforts related to future releases for the original and related products, making workflows painless for the client.

The decision to choose Catalyte as a partner was easy as its contributions and impact were imperative to the project's success. This partnership continues to flourish with Catalyte playing a key role in the client's strategy for growth and market dominance.

At a glance

Application type:

IoT wearable fitness platform

Challenge:

Meet strict deadline for major project launch that was in danger due to communication and cultural issues with offshore teams.

Key technologies/skills:

**Java - React - Jenkins
Selenium - DynamoDB**

Catalyte value add:

- **User compatibility:** Catalyte teams knew what users wanted out of the product and could consult client beyond technical expertise.
- **Better work, same price:** Catalyte teams delivered better quality work at billrates equal to offshore teams.
- **Speed:** Catalyte provided a complete agile team on site in just three days, compared to six weeks for previous offshore partner.

Results:

Met product go-to-market deadlines, finished under budget and because trusted IT and business partner for future products.

Consistently Higher Quality Deliverables (Lower Defect Rates)

