Labs8

Familywise Digital (Offshore Dev & Team Augmentation)

Client

Familywise Digital is an online cause/vertical based e-commerce company. They specialize in helping families from pregnancy to infancy to empty nest by being a trusted resource for consumer insights, products, and solutions. Their series of digital brands are designed to inspire, educate, and equip families for their life journey. Website:
www.familywisedigital.com

Challenge

Familywise's core tech team needed to focus on developing new platforms and needed a sustaining engineering team to take over the maintenance and ongoing feature development in the interim.

Services & Approach

Services: Team Augmentation & Offshore Development

FamilyWise consulted with our team to formulate a plan of action. Initially, the client considered hiring a full onshore team to take over maintenance and feature development of their platform, but we recommended a more cost-effective solution that involved knowledge transfer to an offshore team. Our highly experienced offshore developers, trained in both hard and soft skills, were able to handle the necessary tasks with just 1.5 developers. Our team provided resource augmentation by assigning a senior engineer in the US to liaise with the client's product manager and offshore resources, handling the heavy lifting and ensuring seamless communication between all parties. Our developers supported the client's existing systems while their in-house engineers focused on various R&D projects building their new platform. Through this partnership, we served as an advisor to their due diligence process during key business partnerships, providing valuable insights, expertise, and development support.

Outcome & Impact

As a result of our collaboration, the client was able to achieve their goals while minimizing disruption to their operations.

- *Zero down time as talent gap was filled quickly & effectively*
- *Avoided site outages*
- *Scale development team up/down as needed depending on work load*
- *Ongoing quality support on sustaining engineering with 40-50% cost reduction*
- *In-house team able to focus on R&D, while offshore focused on sustaining*

Testimonials:

"We have worked with Labs8 for 4 years now and I can't recommend their team more strongly."

"I have worked directly with a lead developer, Madushan, whose skills and knowledge are fantastic. He brought energy and dependability that made him crucial to our continued process of updates and releases. Even though we have a widely varied software stack, he has been flexible and diligent to troubleshoot and diagnose the issues that arise. He has done an excellent job in managing and improving our systems consistently. His goal has clearly been to improve for the future, not just release the quickest fixes."

"We have also worked closely with a primary developer, Hansana, who brought consistency and doggedness to the processes of our team. He did an excellent job in reviewing and improving our systems on a daily basis. He enthusiastically tackles every assignment as he is directed. Hansana has been flexible when changes have to be made in our plans and is dedicated to providing quality work."

Ready to bring your vision to life? At Labs8, we understand the importance of balancing agility with decipline as we have proven experience working with successful startups, and global companies like Microsoft, Amazon, Expedia, and Google. Contact us today for a free consultation.

www.labs8.com | hello@labs8.com | 1400 112th Ave Suite 100, Bellevue, WA 98004