# intetics

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**Business Domain**
HighTech and Software Platforms

**Project Type**
CRM platform development

# One of World's Top Customer Relationship Management Systems Scaled User Base up to 120+ Countries

## Client

The Client is a software development company based in California. Their project is a customer relationship management (CRM) system delivered via web app, mobile app and plugins. The award-winning CRM has users in 120 countries.

## Project

Development of all aspects of the #1 Rated CRM Platform from design to software solutions and testing of new releases and functions. The project started as a game-changing open-source, freemium CRM product. Over time, it became a modern, robust, AI-driven cloud platform that keeps business moving and is the only purpose-built CRM platform that delivers a high-definition customer experience.

## Objective

The Client needed to extend the USA team with more specialists that can help to scale their business and deliver all the planned features on time and with the expected quality. There were very strict requirements for the candidates, and only the best engineers could join the team.

## Team Reinforcement

The Client's company located in California needed to reinforce the in-house team with strong developers and testing experts. An Offshore Dedicated Team® (ODT) was created and distributed between Minsk, Kharkiv, and Kyiv offices. The number of engineers managing key components of the system has grown to 50 in 18 months.

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# Challenge

The CRM's functionality includes sales-force automation, marketing campaigns, customer support, collaboration, Mobile CRM, Social CRM, and reporting.

The Client's business has been growing very fast. An engineering team with expertise both in custom software development and scalability was required.

An Offshore Dedicated Team® was formed to join the project.

## Quick Facts

✓ 10+ years of continuous cooperation

✓ 50+ Intetics team members are working on the project

✓ CRM scalability – users from 120+ countries

✓ Some ODT members became the Client`s full-time developers

### Technologies

PHP / AngularJS / JavaScript / React / RESTful / SOAP Web Services / Elastic Search (FTS) / Ruby / DB2 / Oracle / MSSQL / MySQL / Mongo DB / RabbitMQ / Python / Go / AWS

# Solution

## ★ 01

The team of 50+ specialists was in charge of the major components of the system and continues its development.

## ★ 02

The platform provides tightly integrated, high-function applications spanning marketing, sales, and customer service.

## ★ 03

The applications are built on a common platform of shared services, including a time-aware customer data platform, predictive AI, workflow automation, unified identity and access management, omnichannel communications, and a robust global cloud infrastructure.

## ★ 04

Key features of the system are:
- Time Awareness - captures a complete historical record of every change event
- Omnichannel Communication
- Comprehensive Configuration and APIs
- AI Powered Predictions
- Robust Cloud Infrastructure

## ★ 05

The Offshore Dedicated Team® offers all the necessary engineering resources for the Client's tasks.

# Client Reference

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*It's not like having an outside contracting firm but the way the team members integrate with our individual product team. So it's a sort of joint working relationship. Very successful model!*

**Chief Product Officer**

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## Benefits and Results

★ The Client received dozens of the world's most famous awards, including CRM Market Leader, CRT Excellence Award, CRM Watchlist, Germany Cloud Vendor Benchmark, and many others.

★ The Client's CRM architecture was scaled to support users from 120+ countries.

★ Long-term partnership with Intetics and 10+ years of the continuous project development.

★ The CRM system architecture was optimized with high-end technologies to meet the Client's business requirements.

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**Techstack:**

PHP, AngularJS, JavaScript, React, RESTful, SOAP Web Services, Elastic Search (FTS), Ruby, DB2, Oracle, MSSQL, MySQL, Mongo DB, RabbitMQ, Python, Go, AWS

**Team: 50+**

Project Managers, System Analyst, Team Leads, Developers, QA Engineers, Designers