intetics

Where software concepts come alive™

Business Domain
Hi-Tech and Software Platforms

Project Type
CRM platform development

Offshore Development Center Scaled the User Base of One of the World's Top CRM Systems to 120+ Countries

Client

The Client is a software development company based in California. Their project is a CRM system delivered via a web app, mobile app and multiple 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 that delivers a high-definition customer experience.

Objective

The Client needed to extend their US based team with more specialists that could 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 Development Center (ODC) was created to manage all aspects of the project. The Remote In-Sourcing Team® of the strongest developers on the market was distributed between the Minsk, Kharkiv, and Kyiv offices. The number of engineers managing key components of the system has grown to 50+ in 18 months.

![intetics logo]

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.

The project's business needs and scalability demanded infrastructure and resources management and the hiring of top-level engineers.

Quick Facts

✓ 10+ years of continuous cooperation

✓ The Offshore Development Center managing all aspects of the project was created

✓ CRM scalability – users from 120+ countries

✓ Top Remote In-Sourcing Team® members received an opportunity to advance their career in the Client's organization

Technologies

Open Source stack / 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 Offshore Development Center, with dozens of team specialists, was in charge of the major components of the system and now continue its development.

★ **02**

The platform provides tightly integrated, high-functioning 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 – it captures a complete historical record of every change event
- Omnichannel Communication
- Comprehensive Configuration and APIs
- AI Powered Predictions
- Robust Cloud Infrastructure

★ **05**

The Remote In-Sourcing 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

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 Offshore Development Center scaled the Client's CRM architecture 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: ODC

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