



Where software concepts come alive™

Business Domain

Education and eLearning

Project Type

Remote In-Sourcing® (RIS®)

Custom Recruitment and Training Process Allowed for 3.6 Years Average Tenure in the RIS®

Client

Area9 is a Danish provider of adaptive learning solutions for schools, colleges, universities, businesses, and government segment all over the world.

Area9 is headquartered in Copenhagen, Denmark.



Project

Forming a Remote In-Sourcing® team to build the world's most advanced technology for four-dimensional learning, developing a new adaptive sequencer (the core of providing adaptive and individualized content), and creating an advanced content development platform to set new standards within intelligent content.

Objective

Create and maintain a distributed team of software engineers skilled in the Client's proprietary functional programming language, in addition to setting up a Client-tailored process of recruitment, training, and skills and career development.

Team Reinforcement

Area9 was looking for a partner that could form a team to meet all their needs and objectives. Since 2013, the Client has a successful partnership with Intetics, turning to them for projects in which developers are needed.

Challenge

The Client needed engineers to study its proprietary functional programming language. The Client benefitted from Intetics' experience in creating and operating RIS® teams, domain knowledge, and maturity regarding skill development methodologies.

Area9 was not going to have an office in Eastern Europe, so they needed a reliable partner who could cover all recruitment, operational, and legal processes, as well as maintain and skill up a distributed team.

In order to build a team of highly skilled and professional developers, the Client also needed on-site technical expertise for the hiring process.

Quick Facts

- ✓ The RIS® currently makes up 60% of Area9's engineering team.
- ✓ 11K candidates were processed through recruiting funnel.
- ✓ The average tenure in the team is 3.6 years.
- ✓ 10 years of successful cooperation.

Technologies

Client's proprietary functional language Flow / PHP / JS / MySQL / Apache / AWS / Java / C++ / Haxe / Docker / Jenkins / Git

Solution

★ 01

To build and operate the RIS® team, a custom recruitment process for selecting the best candidates was set up. The process included a targeted promotional campaign toward the labor market that ensured a large flow of candidates at the top of the funnel.

★ 04

The candidates go through 3 screening stages.

- Stage 1. Basic coding skills check, coding style, performance, and logic.
- Stage 2. Candidate interviews check communication skills, background, and professional experience.
- Stage 3. Test for attention to detail, knowledge of advanced structures, time/algorithmic complexity, stress resistance, refactoring skills, feedback analysis, and other skills that are important to the Client.

★ 02

The candidates who successfully passed the screening stages are sent for the Client to review. Area9 makes the final decision based on the recommendations and test scores.

The approved candidates enter the team and join the training program developed by the Client.

★ 05

Depending on employee capacity, the training lasts from 2 to 4 weeks. During this period, the newcomers complete 10 test tasks with increasing complexity. The manager, who is trained by Area9 and is currently in charge of newcomers' training, gives immediate feedback on every accomplished task.

★ 03

The newcomers study the Client's proprietary cross-platform language, tools, and integrated development environment, and they adopt best practices developed by the global project team. After 2–4 training weeks of adaptive learning, the newcomer is qualified enough to join the team.

★ 06

To ensure retention and personal development of the team members, mature HR and proprietary Performance Review processes are applied.



Client Reference



Working with Intetics has been a great experience. Their Remote In-Sourcing® model helped us build a top-notch team for our project and continue to provide excellent service. We would highly recommend them to anyone looking for a reliable tech partner.

Mads Diermayr, Executive Vice President, Product Management

Benefits and Results

- ★ Due to the custom efficient and scalable processes of recruiting and training engineers, the Client is able to employ engineers who have non-standard algorithmic skills and the potential to efficiently master the Client's proprietary functional programming language.
- ★ The approach addresses the increasing demand for new software engineers in short time frames. This helps meet the deadlines and product roadmap.
- ★ The implemented approach became the basis for a new Functional Programming Centre of Competence at Intetics. This made the RIS® the owner of unique knowledge.
- ★ Intetics continues operating and growing the team to help Area9 deliver better education solutions to the market.

Techstack:

Client's proprietary functional language
Flow, PHP, JS, MySQL, Apache, AWS, Java,
C++, Haxe, Docker, Jenkins, Git

Team: up to 37 FTE

Senior Project Manager,
3 Product Owners,
2 Team Leads,
11 Senior Software Engineers,
20 Software Engineers