



Betterworks

betterworks

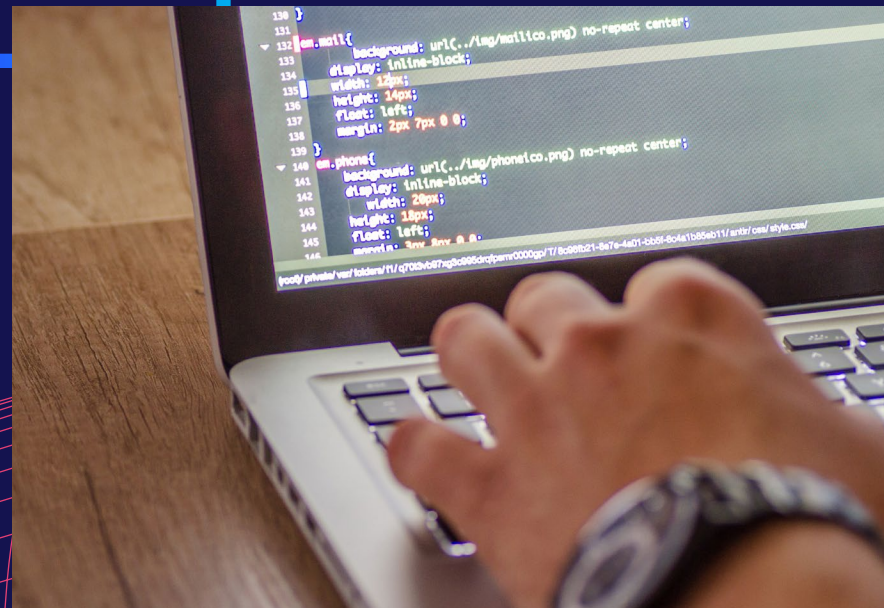
CASE STUDY

SAAS COMPANY | HUMAN RESOURCES | RESOURCE PARTNERSHIP

BiWISE
INDUSTRIES

“We needed a custom development resource that was willing to embed a developer on our team in-house. The resource assigned to our project had a lot of experience, not just programming skills; they had some design and some architectural skills in doing things, like even helping us run a load analysis up front on the application.”

Eric Schrader - Chief Customer Officer, Betterworks



Betterworks At A Glance

Industry: SaaS Company / Human Resources

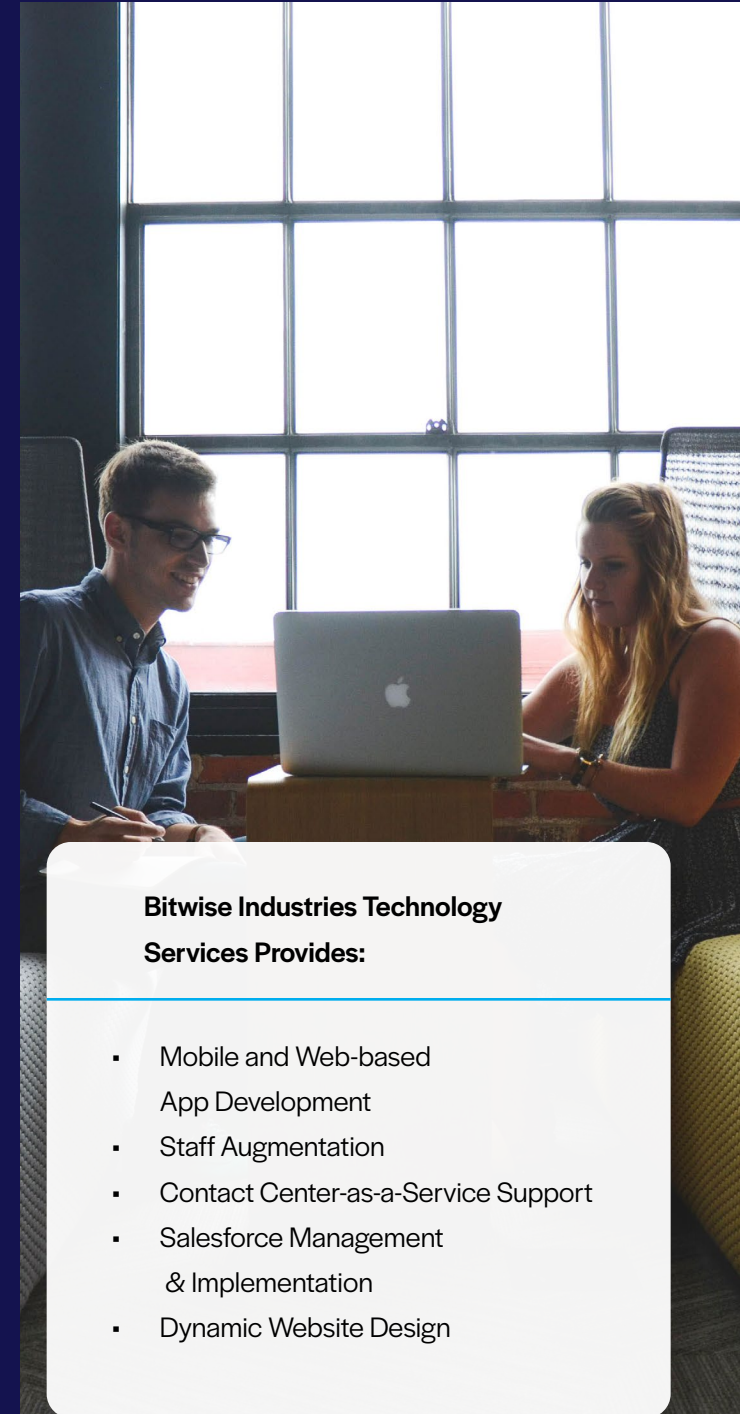
Founded: 2013

Based out of Redwood City, California, Betterworks is a SaaS company that aligns, develops and activates your workforce for business growth. Through their easy-to-use, integrated software solutions and expertise, they help organizations replace outdated annual review processes with powerful Continuous Performance Management programs that help managers be better at the conversations, coaching, and development necessary to inspire and motivate the entire workforce to meet today's goals and be ready for tomorrow's challenges.

Betterworks was born from a human resources struggle; specifically, the struggle with the outdated processes and systems used to track and encourage job performance – goals set once a year and forgotten, feedback rarely or never received, progress unremarked and unrewarded – never quite knowing if work really mattered to the company.

They knew there had to be a better way to inspire and drive people. In time, they came to realize it all came down to a question of motivation and alignment. They hypothesized that the best way to motivate employees was to align them to the larger goals of the organization. Show them that their work has meaning and purpose – that they're helping the business work towards something important, that their contributions matter – and they'll work harder than ever.

Tapping into the power of conversation – frequent, open conversation used to provide feedback, to reward contribution, to create alignment – they created a solution specifically designed to drive motivation and growth, to unify teams, to help teams hit goals and prepare for whatever's next. To get teams working towards something better – together.



Bitwise Industries Technology

Services Provides:

- Mobile and Web-based App Development
- Staff Augmentation
- Contact Center-as-a-Service Support
- Salesforce Management & Implementation
- Dynamic Website Design



The Problem

Betterworks was in the process of developing a custom solution for one of their clients and needed to bring in a skilled external resource to increase their velocity of time to market. Though they had an existing partnership with an off-shore development firm, they really wanted a resource partner in the same time zone, as well as a development partner that could supplement a specialized software engineer on-site at their location for an extended period of time.

Though Betterworks was growing rapidly as an entity, they were growing their own development resources internally just as fast. The challenges this presented was allocating their internal resources on development projects that were more “core”; building out core functionalities, overall footprints of the processes, and products that they were taking on at any given time. The challenge was finding a resource partner to augment the special API builds, while the internal team focused on core architecture.

Did you know?

When it comes to off-shore outsourcing, 'logistics issues' is often cited as the biggest challenge. When you work with an overseas team, all forms of communication have to be carefully coordinated. Project managers will have to strategically plan phone calls, deadlines, and take a mental note of different work expectations to keep everyone on the same page.

Drastically different time zones may require middle-of-the night meetings and oftentimes creates longer turnaround times. Logistical problems can quickly balloon into serious frustration for both teams, resulting in budget, timeline and scope excesses.

The Solution

Bitwise Industries Technology Services worked with Betterworks to deploy a skilled senior developer to work side-by-side with their professional services team. Our developer worked onsite at their facility and was fully immersed in their project with their team for three months - focusing mainly on JavaScript. Fully vetted by our team and theirs, our developer came to the table with fifteen+ years of experience in full-stack development, proficient in frontend and backend technologies, as well as full project architecture.

With coordinated milestones and proximity to the Betterworks team, we were able to help them accelerate the development process and get their product to market faster. Consistent with Bitwise's standards for its developers and engineers, the high-level software developer Bitwise assigned had strengths in programming, design, and was also able to run a load analysis up front on the application being built, so they could confirm that the architecture that was chosen was going to scale at the level the client needed.





The Benefits

Due to the partnership in development resources with the Betterworks professional services team, they were able to accelerate time to market for their client. With Bitwise's California location in proximity to their Redwood City locale, the teams were able to operate with minimal to no obstacles or communication challenges.

The immersion of our skilled software developer helped put laser focus on the portions of the development that needed isolated attention, so their core internal teams could focus on the macro aspects of the software build. Additionally, our developer was able to self-manage at a high level, flexing in and out of phases as dictated by the build, using only the hours allocated by the executive director of development.

Lasting Impact

According to [Forbes](#), businesses are searching for technology solutions that will cater to their company size and their specific needs to help them keep up with challenging circumstances presented in development. The article breaks down the differences between IT staff augmentation, commercial off-the-shelf software, and fully outsourcing. Forbes sums it up perfectly:

“The company you choose to work with should be reliable and should facilitate top-talented professionals, while ideally sharing cultural similarities and your same time zone. This will allow for a more fluent partner-client feedback cycle. The partner should be customer-centric and willing to go the extra mile to fulfill your main objective: boosting your company’s performance and adding value to your line of work.”

Ultimately, that’s what Bitwise to do with our Staff Augmentation services. We become mission-aligned to help your company perform more efficiently to add value in all that you do for your clients. Our team becomes your team.

To learn more info about Betterworks, click [here](#).



Our Team is Your Team



Bitwise Industries specializes in custom software development, Salesforce implementation and administration, and Contact Center-as-a-Service. Our technology professionals have deep experience applying cutting-edge technology solutions to help entities of all sizes navigate the technology landscape to find solutions to optimize their operations. How can we help you?

Sources:

[Forbes](#)
[Worthwhile](#)
[LinkedIn](#)
[Capterra](#)

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