

# FORTUNE 500 SPORTS APPAREL COMPANY FINDS BETTER SOLUTIONS, CLOSER TO HOME, FOR THE SAME PRICE

## BACKGROUND

A leading sports apparel company was looking to create a critical new product that would solidify its dominant position in the market and expand its relationship with its customers. The product encompassed a range of components including a SaaS foundation, embedded software, firmware, mobile applications, and desktop applications. Our client required scalability with short notice.

With that goal in mind, our client was focused on strategic excellence, leaning heavily on their tier 1 offshore partner for software development and iterative delivery. Because of the high-profile and strategic nature of the product, client stakeholders were deeply engaged in every stage of the effort, refining the product vision and requirements on a daily basis.

## CHALLENGES

As the early stages of the project progressed, several issues quickly surfaced:

- Backlogs increased and existing resources became overloaded, productivity decreased and project timelines were compromised
- Placement of onsite teams in Oregon required more than six weeks
- Team morale suffered as onsite teams from overseas had difficulty developing effective relationships with client team members
- Offshore developers struggled to understand business objectives and desired product experience

In the end, the culture gap created a tangible effect on the ability of the team to align and function as a cohesive unit with a common goal. This only exacerbated each and every project challenge that presented itself.

## SOLUTION

After several months of struggling to make progress, the team acknowledged that launch dates and project success were being compromised. The client turned to Catalyst because of their reputation for providing exceptional services onshore and on time, and three business days later Catalyst had a scrum development team on-site diligently working to get the project on track and on schedule. With Catalyst, our client found:

- Equal billrates and terms as the offshore team
- More effective delivery and higher quality work
- Fast and enthusiastic acculturated teams working cohesively as a unit adapting to client's culture and norms and meeting expectations

## EXECUTIVE SUMMARY

### CHALLENGES

- Increasing backlogs and technical debt, projects no longer on schedule
- On-site vendor team placement required 6+ weeks
- Cultural differences led to decrease in team morale and inability to work cohesively

### SOLUTION

- A highly scalable on-site development team within 3 business days
- Agile approach for effective and high quality work
- Enthusiastic team that acculturated quickly creating higher morale
- Bill rates equal to tier 1 offshore provider

### RESULTS

- Met product go-to-market deadlines
- Finished project under budget
- Access to a trusted IT and business partner



## RESULTS

Catalyst increased quality and productivity dramatically by solving the issues the client faced with its offshore partner. As a result, the product got to market on time and within budget.

As Catalyst proved its worth and value over the next three months, the client shifted 80% of the project's development to Catalyst, which was delivered on time six months later. Catalyst was fast to transition to enhancements and maintenance, while also taking on efforts related to future releases for the original and related products, making workflows painless for the client. Because of Catalyst's proven track record, responsibilities left to offshore teams were continuously shifted to Catalyst.

Catalyst executed... with dramatically increased quality and productivity by solving the issues the client had faced with its offshore partner. As a result the product got to market on time and within budget.

The decision to choose Catalyst as a partner was an easy one as their contributions and impact were imperative to the project's success. This partnership continues to flourish with Catalyst playing a key role in the client's strategy for growth and market dominance.



### About Catalyst

Catalyst solves the equation for agile application services by delivering ONSHORE, co-located with clients or from development centers in Baltimore, MD and Portland, OR. With a "Moneyball" model for team assembly and deployment, Catalyst improves outcomes by ensuring its teams' compatibility with client cultures while matching the cost model of offshore providers.

#### BALTIMORE

502 S Sharp Street  
Baltimore, MD 21201

P: 410-385-2500

#### PORTLAND

15220 NW Greenbrier Pkwy, Suite 380  
Beaverton, OR 97006

P: 503-303-8558

