

QUESTERS COMMUNITY

in collaboration with...



Steve Newland

Associate Director

JAVELIN GROUP

PART OF ACCENTURE STRATEGY



With Questers providing access to a great new talent pool of highly-skilled engineers and taking care of legal, administrative and HR matters, **Javelin Group** was able to focus on providing first-class services to its clients. Having a trusted partner like Questers helped the company achieve great productivity in a highly efficient way.

Questers is an IT collaboration company specialized in developing a high performing platform integrating processes and services for tech-oriented companies. We build and help our clients run fully dedicated teams in Eastern Europe. Back in 2007 we pioneered a new approach to remote IT resourcing.

Since then we have employed over 1000 technology specialists for partners across the UK, Europe and the US, making Questers an 'employer of choice' for Bulgarian IT professionals seeking to work in an international setting. This allows us to attract and retain the best talent from the local labour market in a wide range of technologies.

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TEAM SUMMARY

Team Size: 85+

Technology: Java, QA, Technical Support, Project Management

Date of reference: 2017

COMPANY PRESENTATION

Client: Javelin Group

Presentation: Javelin Group, part of Accenture Strategy, provides strategy consulting and digital transformation services to the world's leading retailers and consumer brands. Javelin Group helps clients improve their competitiveness by anticipating and responding to the rapid changes in customer shopping habits and retail technologies.

Website: www.javelingroup.com

Head Office: London, United Kingdom

The Situation

In 2008, the demand for Javelin Group's systems integration services was growing, and there was a need to reduce rates without compromising quality in order to remain competitive.

So Javelin Group set out to establish a remote development centre. The search was guided by the principle that the new team could only deliver to Javelin Group standards if it was fully integrated with the Javelin Group team, which meant that it should operate at the same time as its London counterpart, feel part of the company, and share its culture.

This philosophy immediately ruled out outsourcing where individuals are, ultimately, governed by another company with its own culture and ethos. It also narrowed the search to Europe where the overlap of working hours is considerable.

Javelin Group engaged its own consultancy team to conduct a feasibility study of potential cities in Central and Eastern Europe using the PESTLE (Political, Economic, Social, Technology, Legal, Environment) assessment method. The results of the study favoured Sofia as the best delivery location, however there were certain risks to Javelin Group and significant resources required to set up an operation, so Questers was chosen as a strategic partner to build and help the company run its nearshore team.

The Solution

What Javelin Group found in Bulgaria was not just a wealth of talent, but also a remarkable similarity to the British work culture, ethos, and sense of humour. It did not take long to establish a small team of four exceptionally talented developers – and the firm has not looked back since.

Initially, the developers were brought in to bolster systems integration projects led from London, but the talented people who were hired soon progressed and it was not long before Sofia had its own lead developers steering major client projects.

What the company found was that clients do not mind where team members live – what matters is the quality of the service provided. Due to the reported high productivity from the Bulgarian engineers (reaching the same rate as the London team), Javelin Group decided to expand its Bulgarian operations with the help of Questers.

Subsequently, by mid 2015, the Bulgarian team had expanded to more than 85 IT specialists. The fully functional team consisted of software development teams, QA teams, technical support teams (including 24/7 support), BA teams, project and development managers. Javelin Group was eager to explore other locations together with Questers and a second development centre in Plovdiv was set up.

In the meantime, Javelin Group was acquired by global management consultancy Accenture to spearhead the firm's growth in digital retail transformation within Accenture Strategy. And as a vital part of Javelin Group's business, the dedicated development centre at Questers was smoothly transferred to Accenture's newly established Bulgarian entity.

The Result and Benefits to Date

With Questers providing access to a great new talent pool of highly-skilled engineers and taking care of legal, administrative and HR matters, Javelin Group was able to focus on providing first-class services to its clients. Having a trusted partner like Questers helped the company achieve great productivity in a

highly efficient way.

Particularly impressive were the high levels of professionalism, Questers' flexible and adaptive approach towards Javelin Group's specific needs and requests, and the transparency of the relationship between the two companies.