

Case Study

eCommerra

questers /

BACKGROUND

Client: eCommera (Isobar Commerce)

Website: <https://www.isobar.com/>

Head Office: London, United Kingdom

Presentation: A market-leading eCommerce specialist agency providing innovative multi-channel commerce services and platforms for major international brands and retailers. The company is known for delivering innovation across the consumer experience.

Engaged Consultants: 107

Technology Stack: Java, JavaScript, QA

Reference by: Andrew McGregor, CEO

Date of Reference: 2013

THE SITUATION

In the late 2007 eCommera (now Isobar Commerce), an e-commerce software and services business, started experiencing a growing demand for their services. The company needed to reduce rates while maintaining and even improving the quality of its work and therefore started exploring opportunities for expansion and new sourcing models.

THE SOLUTION

Questers' model of remote Dedicated teams corresponded to the needs of eCommera at the time. And as a result, an agreement for strategic collaboration between the two companies was signed off.

eCommera's primary goal was to attract senior Web Developers with the right skills and cultural mindset. Therefore, a well-thought recruitment strategy was planned and then executed. After attracting the first professionals, the company decided to also set up QA and Technical Support teams to further strengthen the operations in Bulgaria.

In 2012, the Sofia team reached 107 engineers, of which 54 were Senior Web Developers, 26 QAs (automated and manual), 21 Tech Support Engineers and 4 BI Developers.

Besides the recruitment services, Questers provided ongoing HR and facility management support. Being appointed with a designated

team of specialists that took care of various administrative and operational tasks such as office space set-up, payroll facilitation, employee satisfaction and engagement management and others, eCommera had a reliable partner and was able to focus on the quality of execution of their projects.

THE RESULT & BENEFITS

eCommera's new operation scaled quicker and with about 50-60% costs reduction in comparison to the UK HQ. Within 18 months, the Sofia team size exceeded that in London and became eCommera's main delivery arm.

After series of funding rounds, eCommera decided to exercise the transfer option and establish its own local entity. Questers set up a delivery team to manage the transfer to eCommera's new Bulgarian subsidiary, continuing to provide recruitment and HR services through and beyond the transition, so there was no interruption in eCommera's growth path.

"Questers provided the perfect platform for eCommera to initially set up then scale our Sofia operation quickly." shared Andrew McGregor, CEO.

QUESTERS MODEL

Questers dedicated teams are fully integrated into our client's culture and structure, and recruited against each client's specific needs and requirements. In close collaboration with eCommera, our qualified recruitment and HR teams took care of all administrative, recruitment and employment aspects of this partnership. Questers dedicated teams are located near-shore and housed in our high-quality office facilities, with advanced IT infrastructure, teleconference meeting rooms and recreational zones.

About Questers

Questers is a London-based **distributed software development** company, integrating processes and services to deliver on organisations' strategic IT agenda. End-to-end, we design, build and manage dedicated teams over a diverse set of technologies in various industries.

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