Andela

Touchstorm

Leveraging The Power Of Distributed Teams To Build Video Audiences For The World's Largest Brands

Touchstorm builds video audiences for the world's largest brands and helps companies understand how to create compelling videos. By studying viewing behaviors and tracking millions of video performance metrics, Touchstorm can find underserved areas in a client's space and determine the video content that will drive high-quality, high-volume traffic.

Case Study

? THE CHALLENGE

With a team that is almost fully distributed, Touchstorm faces challenges that comes along with trying to access the best developers from global talent pools.

"Our previous process for finding new hires was the standard approach of using LinkedIn and social media, and simply reaching out to contacts within our network," explained Greg Spear, VP of Product Development at Touchstorm. "This was followed by weeks of interviews. Even with all of this, we still often didn't know what we were getting. We'd hire someone only to find out that they might be proficient in some areas, but not in others that we needed."

Touchstorm was also very familiar with the more legacy forms of outsourcing.

"From my prior experience, I was already very familiar with the traditional outsourcing model," said Spear. "Typically, you create a task list, and the developers say 'yes' to every question asked, without ever challenging or questioning 'why?'"
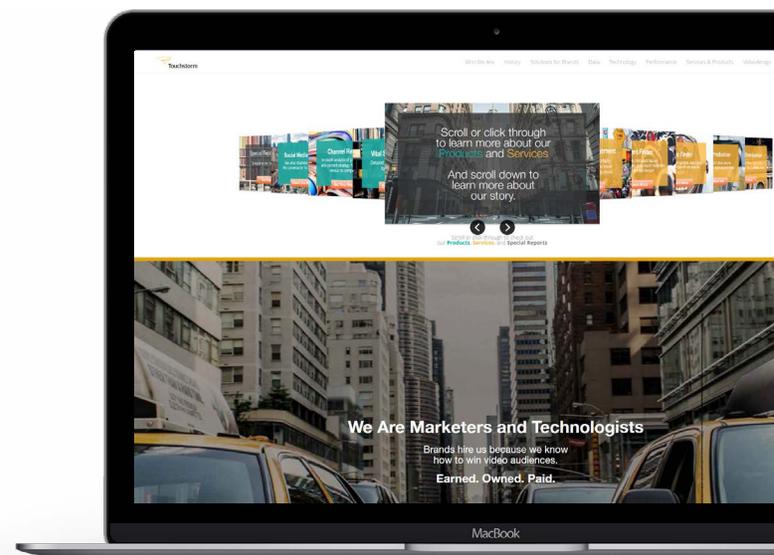
💡 THE ANDELA DIFFERENCE

When Touchstorm needed to grow their tech team, Spear tried something different -- he onboarded two full-stack developers from Andela. The Andela developers started on front-end API work and quickly moved to the back-end, helping to build tools to uncover insights that allow Touchstorm's brands to better understand their audiences.

Within a month, the Andela developers had branched out to multiple Touchstorm products. They also did not hesitate to make recommendations that they thought could help the organization.

"When the Andela developers came to us, we started them on Skype," Spear said. "But they helped us make the transition to Slack, and Slack is amazing. With regular communication such as daily stand-ups in the morning, they are now fully-integrated into our online communications platform."

Spear also values the support he receives from Andela's Client Success team.
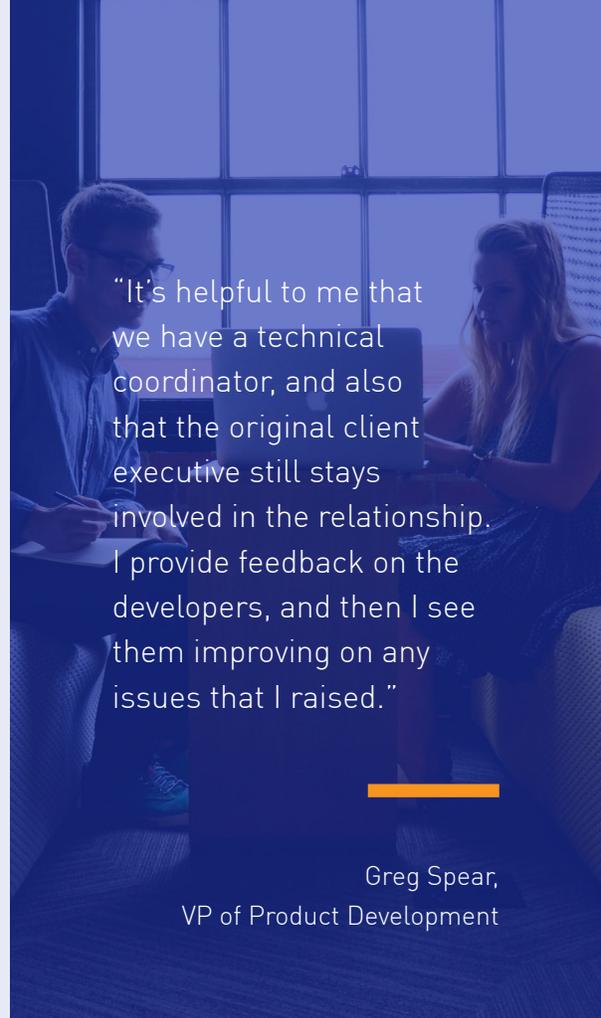
"It's helpful to me that we have a technical coordinator, and also that the original client executive still stays involved in the relationship. I provide feedback on the developers, and then I see them improving on any issues that I raised."

Greg Spear,
VP of Product Development

📋 THE RESULTS

Andela developers integrated quickly into Touchstorm's culture and architecture, helping them scale up their development while reducing the time and resources spent finding talent.

> ❝ **What Andela provides is so far beyond what is typically considering outsourcing,"** Spear said.

"Our Andela developers crank out code and put in a lot of hours -- they are providing full, comprehensive development services that just happen to be located overseas. And they are as ingrained and devoted to the company as we are -- we even have one of the developers working on a special project for our CTO."

"If I need to expand my staff, I would rather bring on an Andela developer than resort to the traditional hiring process, because it simply does not work,"

Spear continued. "No matter how pretty the resume or portfolio, you never really know what you're going to get."

By sifting through over 40,000 applications and vetting the small percentage it accepts over a period of six months, Andela is able to overcome the challenges associated with the traditional model of hiring.

"I am confident that anyone coming out of Andela is going to be able to add value almost instantaneously," Spear attested. "As someone who is trying to grow a company, that's the biggest value I could ask for."

🖥️ THE TECHNOLOGY STACK

- **Software Languages:** PHP, Laravel, Lumen PHP, Jquery, CodeIgniter, and Javascript
- **Database:** MySQL
- **Development Methodology:** Customized Agile
- **Web Front-End:** Bootstrap