

How GitHub Optimizes a Globally Distributed Engineering Team

GitHub is the home for the largest community of developers in the world, and they operate much like the 65 million developers the platform serves — distributed, asynchronously, and online. With COVID forcing companies to operate on a distributed basis, GitHub's products have been at the core of enabling distributed agile development by providing the necessary collaboration tools for software developers to continuously implement and deploy code changes.



Software development lifecycle collaboration platform

CHALLENGE

Standing up a new team by combining localization expertise, GitHub institutional knowledge, and familiarity with emerging market needs

SOLUTION

Rapidly reassign Andela developer at GitHub to a new team and pair with both GitHub full-time teammates and new developers with more specialized skill sets

RESULT

Meeting the needs of a priority initiative by bringing together a unique set of capabilities in a single solution

THE CHALLENGE

GitHub Product Requires Rapid Localization to Reach Diverse Global Markets

Andela has a multi-year relationship with GitHub, embedding over 20 software developers primarily from the continent of Africa across several of their teams. GitHub is focused on an overall growth strategy of pushing deeper into emerging markets where the software developer community is growing the fastest.

At the end of 2020, GitHub was looking to make a larger push into supporting their international expansion initiatives by tailoring the platform to serve new markets more rapidly. This work required standing up a new team focused on building localization support into the platform to quickly configure pages to support new currencies or languages.

"If you're going to serve these countries and these developers, you should understand how they write and deliver code. Andela is tapping into an emerging market that people have not paid attention to. There will be 100 million developers globally by 2025, and we know that they're coming from Sub-Saharan Africa, South East Asia, and Latin America"

Dana Lawson,
VP Engineering, GitHub



THE SOLUTION

GitHub Rapidly Stands Up New Team Partnering with Flexible Support from Andela

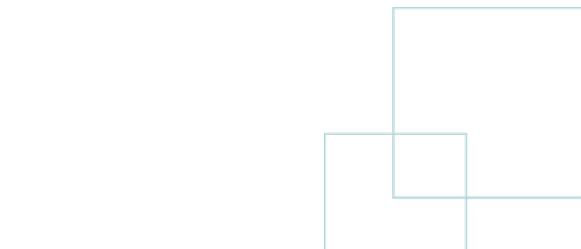
This specific team is led by a California-based engineering manager and composed of 2-3 full-time team members and two embedded Ruby developers from Andela.

One of the Andela team members transferred from another GitHub team and brought valuable institutional understanding of the GitHub development process and platform.

The other, a senior engineer from South America, had more specialized experience in supporting localization efforts and the ability to operate more independently given the ambiguity that often arises when standing up a new team.

With better time zone alignment, Andela provided more working hour overlap with the GitHub lead located in the western U.S.

The team was able to set up quickly because of their long-standing partnership. They already had well-documented processes on both sides for vetting and onboarding talent, as well as leadership support provided by Andela through a Technical Delivery Manager.



Building an On-Call Culture at GitHub

THE RESULT

GitHub is Able to Meet Their Global Expansion Goals with a Team That Better Represents Their Target User Base

GitHub was able to rapidly stand up a new team, while managing the work in-house due to its critical nature.

Andela team members were based in regions that GitHub sought as part of its long-term growth strategy, and were able to influence priorities based on their experience.

Due to their long-term partnership and the Andela engineer's deep familiarity with GitHub's platform, Andela was able to provide both institutional knowledge and expertise in localization support in Ruby.

The alternative was continued delays to the expansion roadmap, or otherwise further disrupting core platform work.

"When we started thinking about 'where do people receive your product?', we looked to the experience of our internal developers. They pushed us to expand our global networks due to latency issues in EMEA. That's why we made a conscious effort to expand our network in order to be more speedy and reliable."

Dana Lawson,
VP Engineering, GitHub