

# Web Development for Software Development Subsidiary

## PROJECT DETAILS

 Web Development

 May 2017 - Ongoing

 \$1,000,000 - \$9,999,999

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## PROJECT SUMMARY

Objective Group Inc - OGI has provided a number of development services over the years, including process improvement and platform development. They work in Python and Java, as well as build Jira attachments.

## PROJECT FEEDBACK

Delivering three-times growth in business valuation, Objective Group Inc - OGI has been a consistently valuable partner. They prioritize clear communication and possess internally developed tracking tools. Customers can expect proactive, technically-sound suggestions and high-level responsiveness.



## The Client

Introduce your business and what you do there.

I'm the COO for a company that builds software to help small businesses with their tax credits. We're a subsidiary of a larger organization that offers HR software to small and medium-sized businesses.

## The Challenge

What challenge were you trying to address with Objective Group Inc – OGI?

Specifically, we were looking to build a system where we can enrich data about our customers from third-party data sources (like LinkedIn) to help with additional data mining. Additionally, we were looking for help with improving our engineering processes to better estimate our deliveries.

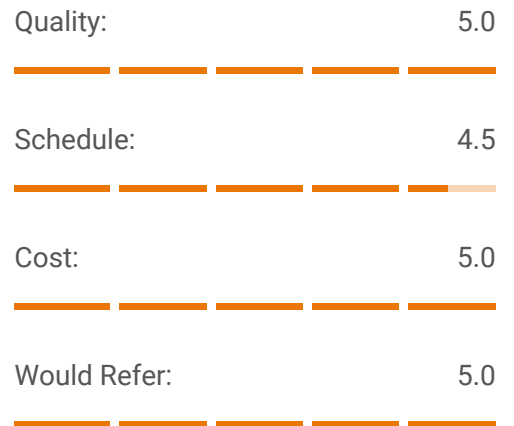
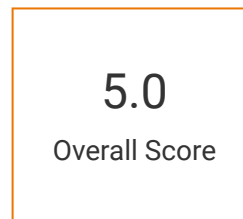


**Michael Han**  
Chief Operating Officer, Ardius



IT Services

### CLIENT RATING



## The Approach

### What was the scope of their involvement?

On the engineering side, we were mostly in discovery mode, so we met with them to discuss our classes and what improvements we can make. Additionally, they helped us put together a system to monitor our processes over time: what metrics do we capture, how do we apply statistical modeling to these metrics to produce predictability, what tools do we need to provide to our engineering team to create a solid estimate.

The tools for this project were a set of custom-built Jira plugins and attachments. They also built a tool internally that delivered some of these capabilities. On the data science side, they worked with Java and Python to build out a system to ingest data from public sources and apply a set of natural language processing algorithms to that data.

We worked together on a set of requirements so that they understood what they were trying to accomplish.

### What is the team composition?

We primarily work with three people: their CEO and then two individual project heads. There are other developers working in the background, but my interactions are primarily with these three principals.

### How did you come to work with Objective Group Inc – OGI?

They worked with me at my previous company to build a similar platform for our engineering processes. They also built another service product that required cloud hosting.

### How much have you invested with them?

Across all my different roles, it's around \$5 million.



## What is the status of this engagement?

We've been working together since May 2017.

## The Outcome

### What evidence can you share that demonstrates the impact of the engagement?

On the business process side, we were able to triple our global service delivery ability. Our business was worth around \$4 million, and now it's worth around \$12 million.

### How did Objective Group Inc – OGI perform from a project management standpoint?

From a communication perspective, they're very good. We've always had clear communication around expected delivery timelines. If there are any changes to the scope, they're very clear about what they'll be able to do to stick to our initial delivery estimate.

A lot of our project tracking is done in Jira. They also have an internal tool to track budget divergence.

### What did you find most impressive about them?

The most important aspect of our work is that we have a partner relationship, rather than a vendor relationship. We are able to communicate with them about everything, including any challenges we have, and then Objective stands up to help us with those challenges. They provide us with suggestions about what kind of solutions would work best for our business.

### Are there any areas they could improve?

I can't think of anything we could have changed.



## Do you have any advice for potential customers?

Be clear about your goals when stepping into this relationship. I've seen a lot of folks change their minds two weeks into a project about what they want to build, and it's alright to do so, but keep in mind that it will affect your cost and timeline.

