

# Development Process & Staff Aug for Software Development Co

## PROJECT DETAILS

📁 Staff Augmentation

📅 Jan 2016 - Sep 2022

💰 \$1,000,000 - \$9,999,999

“*They provided consistently good professionals, from project managers to engineers.*”

## PROJECT SUMMARY

Objective Group Inc - OGI created a development lifecycle process for a software development company, including operations and managing upstream and downstream conversations. They also provided contractors.

## PROJECT FEEDBACK

Objective Group Inc - OGI was instrumental in achieving the client's goals. Their process improved the predictability of execution and documentation. The team had excellent project management and leadership skills and was responsive and flexible. Their focus on quality resources stood out.



## The Client

Introduce your business and what you do there.

I'm the former CTO of Liferay Cloud, an Enterprise Java company.

## The Challenge

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

We had to modernize our business, product, and the way we worked with software. I had a small team back then, so we needed help. Although I had been a full-time engineer and led teams for many years, I didn't have experience scaling a team and creating processes, so we hired OGI.



**Eduardo Lundgren**  
Former CTO, Liferay Cloud

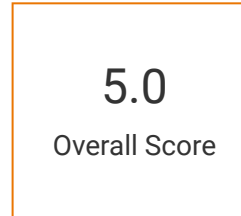


Software



Los Angeles, California

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

OGI guided us in creating software development lifecycle processes for my team. This process included how to operate daily, coordinate projects, and work across teams. They also helped us manage upstream and downstream conversations about features we wanted to build. They trained my team and me on these processes.

Additionally, OGI provided contactors. During our engagement, 40% of our team came from them and were injected into my team. We ran under OGI's guidance to execute the modernization project. They also provided a process for data analysis and team performance so that we could predict our goals better.

### What is the team composition?

Ramon (Head of US Operations & CIO) led the decision-making. I worked with managers, product managers, project managers, and engineers from OGI.

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

I used to work with OGI in Latin America with our consulting software branch, where we were allocating developers from their team to help us. When I moved to California, I contacted Ramon to put a team together to help me with the processes.

### How much have you invested with them?

We spent around \$3 million–\$5 million a year.

### What is the status of this engagement?

I worked with them from January 2016–September 2022. Although I left the company, I believe they still have a relationship with OGI.



## The Outcome

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

OGI made a big difference in us achieving our results and delivering what we had planned. Predictability of execution in software development was one of our metrics. They helped us create models where we could predict the team's performance and plan our deadlines and goals better.

The product development process they created was very nice because they included documentation from upstream – conversations between designers and product leaders – to downstream, which involves the engineers. This documentation provided us with a way to trace back information across layers of conversations, which was helpful for our leadership and executive team. I learned this process from them and still use it nowadays.

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

They were great at project management – it was one of their areas of expertise. I had a great experience with the project manager; they were very senior and knew exactly what they were doing. Moreover, they had great leadership skills and could work independently, including leading teams, running meetings, collecting data, and following up with roadmaps.

They were very responsive and flexible in adjusting the team and using different technologies.



## What did you find most impressive about them?

OGI cares about quality employees. They make the people they allocated to our project feel like part of our company while at the same time making them feel part of their internal team. Due to this approach, they provided consistently good professionals, from project managers to engineers, which I hadn't seen with any other contractor. I've worked with many contractors that don't work well because the quality isn't good. Meanwhile, OGI doesn't hire quantity over quality; they coach and train their people.

## Are there any areas they could improve?

I didn't have any criticism for the way they operated. However, we noticed that the relationship between OGI employees and the company they were serving was so deep that sometimes these employees wanted to stay at the company. OGI didn't have a process to reallocate resources, and I wished they had a model in which the client could absorb some resources, which some contractors have.

## Do you have any advice for potential customers?

If you want more statistical data and a better understanding of your product, go with OGI. They've developed their process over 15–20 years, and it works. Moreover, it's not intrusive or overwhelming. I would also recommend OGI if you're scaling your organization and goals because they know what they're doing. I always recommend them and will use them in my startup company — I trust their team.