altweb

CASE STUDY

ABOUT THE CLIENT

> Altiweb AS is a Norwegian IT company with extensive knowledge and experience when it comes to creating apps adapted to all platforms.

The company specialises in responsive design, so while visiting any website from a mobile device, a customized page will appear with the functionality the user wants to see.

Altiweb AS is also one of our partners in Norway.

OUR ROLE

> Altiweb first came to Future Processing at the beginning of 2012 and since then our cooperation has developed very successfully.

To start with, we formed a small team responsible for the development of a simple iOS application. Over time, we got to deliver more and more projects, and finally we have become an important part of their business. Our main role is to develop mobile applications for various branches of the Norwegian IT market.

Altiweb can reach bigger companies and therefore strengthen its position on the market, which goes hand in hand with their rapid development.

Our work is based on agile methodologies.

BUSINESS PROBLEM THAT WE SOLVED

> As far as business problems are concerned, the main thing that Future Processing did was providing Altiweb with the competencies they needed.

With a small software department, it is difficult to maintain the people, to inspire them, the way a bigger environment of developers can do. Building in house software competencies is so difficult and, in most cases for most companies, it's off their core.

We took care of the backlog of work that they've been struggling with. It allowed Altiweb to focus on their main business. We have also helped Altiweb make the most of their company's budget and resources, helping them to implement their ideas.

MOBILE APPLICATIONS

In the course of our cooperation, we've done a number of projects, ranging from those intended for high school students, through an app designed for Norwegian trade unionists, ending with application that helps managing work in the shop, made for COOP supermarket chain, operating in the Nordic countries.

Click here and read more about
apps we developed for Altiweb AS.   ▷

PLANS FOR THE FUTURE

| We are currently working on developing Geneafiles
– a site that allows creating family trees.

The project began in April 2013, once we collected all the require-
ments. The very idea behind this application is that it will automati-
cally look for ancestors and suggest people to add to your own tree,
after gathering required information. The first version is planned to
be released at the beginning of 2015, first in Norway and eventually
in all Nordic countries.

> *It is important to understand that even though you have
> a software department, even though you develop your own
> software, you'll always find the tasks that go a little bit on
> the outside of everything. It takes away time that you need
> and then outsourcing is a wonderful business model, if you
> do it in a right way*

Tom Horvei,
Chairman of Altiweb AS

TECHNOLOGIES USED:

▸ iOS
▸ Android

REFERENCE

Tom Horvei,
Chairman of Altiweb AS

1. WHY DID YOU CHOOSE FUTURE PROCESSING?

We found Future Processing, we found that their model of running the operation was fitting us perfect-
ly, so we ended up signing a contract and ever since we've had a dedicated team running. I think they
feel like our employees sometimes and we feel that we're working together with them. It's been the
same team all the way along and we're really happy we've made that decision.

2. WHAT DISTINGUISHED US AGAINST THE COMPETITION?

What I first saw was that you, compared to lots of others, had used your size very wisely, especially
internal education programs. The way that you've built a company culture was very, very appealing
from the beginning. And then, when we also looked at the references, talked to people having used
you, then for us there was no doubt.

3. ARE YOU SATISFIED WITH OUR COOPERATION?

Yes, we are very satisfied. We feel that we've gotten into a relationship with you as a partner. Well
we're opened both ways and I don't feel that it's a traditional customer – supplier relationship. It's
more a partnership, to get the job done right and that's exactly what we've dreamt of.

4. ARE THERE ANY STORIES YOU'D LIKE TO SHARE?

My first experience, I mean when we had done all the formal bits, you know spec was sent over, it
was estimated, it was looked at again and again, and then finally we started the project, I would say

that the first sprint meeting was such a good experience. Of course, the first half an hour was nice for us, but not for the team. I think, because they were a bit intimated. It was like: och, the customer is here and they'll be here for every second week. How much are they going to care? Are they going to be sitting on our laps while we're working? But then, we just found this good way of talking, of communicating, we set up a set of rules and we felt that we were able to share our vision of the product. They also felt that they could basically ask us anything, and also set some rules, just such as 'be here for the scrum meetings', 'be available on the phone for the refinement sessions' and 'don't bother us too much in the meantime.' We just set up those ground rules and got a very good working environment.

5. WHAT DO YOU LIKE MOST IN FP?

Most important is the cultural bit. I feel that Future Processing is very open, we've been let in to the company. One example – when we come here to attend the scrum meetings, we're also being a part of the retro session, as if we were employees, as if we were team members. And we feel like team members and that is a very important thing, which makes the end product carry our stamp, our signature. It's not just sending off the spec, and then hopefully receiving something back that you're half-happy with. That was a very important thing. And getting here is fairly easy, because we've been clear all way along that shall we outsource and even offshore, then we'll still be close to our project.

Future Processing is to me an extended university, it has all the good things of a university - with the creativity, with people constantly learning and, at the same time, they have all the best bits from a working environment – people do work, they create results and you just know that they're up to date, because of the way Future Processing has been working. This is 'the thing' around Future Processing that impresses me the most.

6. WHAT HAVE YOU GAINED OUT OF COOPERATION WITH FP?

For us, outsourcing meant that we didn't have to recruit people in a difficult market, we didn't have to put a small team together, without the capacity to actually give them the knowledge that they needed to solve our specific problems. For that reason, outsourcing was a huge success, because in a short time we got a dedicated team, caring only about our problems and we got an end product that we are now really proud of.

7. WHY DID YOU DECIDE TO OUTSOURCE?

First time, it was because we needed really peculiar skills and special competence in a project. It was nowhere to be found within the borders, so then we just had to go abroad to find that very special

competence. That was the very first time that we not only outsourced, but also offshored. The second time, it was merely a matter of having bigger needs in a shorter period, so that we would be better off getting an external team to do our things.

8. WHY POLAND?

Why Poland? I don't have anything bad to say about any country outsourcing wise. You even see a pattern forming. Some countries have gotten special competence, but in most cases you have to think in practical terms. Being a European, having worked in much of Western Europe with different projects, I tend to think that it's nice to stay within Europe and Poland is not only in Europe but also within the time zone. I would say that if you combine the working morale that you know from, for instance Germany, and then you still get the flexibility that you need to make a real agile product, then there you have Poland. That is an important criterion in selecting a partner here. So actually, for that reason, since we all had experience in working with other Polish companies, we looked around in Poland when we were trying to stuff up this project.

▷ **◖◗ Future Processing**

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