

Case Study: Simple Send

Nearshore SaaS Application Maintenance



Agility in On-Demand Product Development

Business Challenge

SimpleSend is an E-mail Marketing company with a solution designed to allow any user to assemble a powerful marketing campaign simply and quickly. With OneScreen Compose™, powerful management and robust reporting, SimpleSend allows its clients to build, manage and maintain e-mail campaigns in a matter of minutes.

SimpleSend, based in Los Angeles, CA, began its application development operations with a software development company in Ukraine. The provider proved to be competent and diligent, and provided good quality results. However, the time zone differences introduced the following persistent challenges:

- 1) The remote team was not available during SimpleSend's business hours to resolve production issues. This led to customer satisfaction issues, as problems in the system sometimes prevented customers from completing their work until the development team became available late in the evening or the next day.
- 2) The development cycle was too long, so implementing fixes or new enhancements quickly was preventing the company from responding to the demands of its market effectively. The main factor making the development cycle slow was that communication was mostly based on email, so turn-around of questions and answers happened overnight, and there were frequent mis-interpretations that lead to re-work.

So, although the relationship with the Ukrainian provider was good, managers at SimpleSend became increasingly frustrated with these challenges.

The Solution

When SimpleSend decided to look for alternatives that would remove the communication and responsiveness challenges they were experiencing, they found Scio Consulting.

Scio Consulting put together a custom team of ASP and .NET developers to provide application maintenance services on a fixed monthly fee basis to SimpleSend utilizing its nearshore delivery center in Mexico, which is on the Central Time zone.

Value Received

By having similar time zones, SimpleSend and Scio Consulting are able to provide rapid issue-resolution and to achieve faster release cycles through real time collaboration. By adopting an Agile approach to application maintenance tasks, there is full transparency, daily collaboration and flexibility in the allocation of effort to top priority items. This increase in productivity and response times has resulted in improved customer satisfaction and retention, lower development costs, and a better competitive position for the SimpleSend.

Key Services

- » Application Maintenance
- » Application Development

Key Benefits

- » Higher productivity
- » Close proximity
- » Similar time zones
- » Expansion and contraction flexibility
- » Lower cost

Technologies Used

- » ASP, .NET, MS SQL, JavaScript, AJAX, SMTP

Executive Summary

Industry

- » E-mail Marketing

Business Challenge

- » Slow response times in application development cycle
- » Lack of real-time production support

Solution

- » Dedicated team of ASP and .NET developers

Business Value

- » Increased productivity
- » Faster release cycles
- » Increased customer satisfaction

SimpleSend

Getting Started

To learn how Scio Consulting can save you time and money with your application development and maintenance, contact us now.

Scio Consulting International, LLC

6580 Via del Oro
San Jose, CA 95119

Email: info@sciodev.com
www.sciodev.com

Toll Free: 1 800 642 6134 Ext. 301