

CASE STUDY

 Percolate

HOW PERCOLATE BYPASSED THE COMPETITION AND AUGMENTED TEAMS WITH ANDELA



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PARTNER OVERVIEW

Percolate is the leading content marketing platform for the enterprise, built by marketers for marketers to help brands grow in a world transformed by social and mobile technology. Percolate offers solutions to introduce visibility into the marketing process, improve coordination of work, and effectively build marketing campaigns and content.



SaaS/Marketing



150-200



Python

SAAS/MARKETING

THE CHALLENGE

With main offices in New York, San Francisco, and Denver, Percolate faces a hyper competitive scene for finding new front-end and back-end developers, while also needing to backfill vacated positions.

Kimberly Peterson, Director of Engineering, recalls some of their hiring frustrations. “We had problems with pipeline, just finding good people. And by the time we contact a good candidate, they’re already interviewing at other companies. They may already have offers on the table. Then you get into a money game.” Without the same resources as nearby tech giants, Percolate engineers felt the hiring crunch in their day-to-day work, growing desperate for help.

After offshoring for their mobile development, Percolate wanted more team integration for their primary application. “We did not want to ship specifications off and have asynchronous communication with engineers who don’t get to know each other. We really wanted to find people who felt like they were part of the team.”

Above all, Kimberly remained committed to company morale, culture, and job performance. “We didn’t want to send a message that we’d given up on hiring, or have engineers terrified that we were going to outsource *everything*. Then you have people who aren’t on board with helping the project succeed.” A pilot with Andela sounded like both a solution and a good fit culturally.

THE SOLUTION

In September, Percolate hired their first two Andelans, Eric Gichuri and Angie Mutava, who joined a high-functioning, diverse, and already partially remote team. The team's focus on brand new features allowed for smooth introductions and onboarding without requiring too much in-depth context.

Eric and Angie gelled quickly with their teammates on a trip to New York. "They felt part of a close-knit team," Kimberly recalls. "That trip clinched the fact that we could expand other teams, and we brought on four more developers at the end of last year."

Andela engineers' drive and initiative has been stand-out, giving Percolate ease of mind with their dependability and willingness to go above and beyond.

When a team lead took a 2-week vacation, Eric oversaw the back-end team. "Some issues came up and Eric was right there on Slack. He was on pager duty rotation and said, *I'm going to take care of this.*" Another engineer on the API team handled an off-hours customer issue, getting online at 5:00 a.m. to figure out the problem. Another Andela engineer started out on back-end work, used his full-stack experience to transition to front-end. "It was great to see that kind of flexibility," Kimberly says.

An added benefit has been adopting Andela best practices to improve the experience for all Percolate remote employees. "Andela has taught us a lot about a distributed workforce. We make sure if one person is on Zoom, we're all on Zoom. We instituted a policy

of putting decisions on the Slack channel, making decisions on Zoom so people aren't left out. It was Andela that spurred those changes."

Currently, six Andelans work across three Percolate teams: two on the application team, two on analytics, and two on the platform team, building out API capability for integrations.



"They've got a sense of ownership in the product they're building-this is the difference between outsourcing a project and having a team augmentation experience."

**-Kimberly Peterson
Director of Engineering, Percolate**



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