

# Vibes

## Global Mobile Marketing Company Uses Andela to Quickly Scale Team and Build Crucial Products

### PRODUCT



Mobile marketing technology platform



### CHALLENGE

Maximizing the talent budget without sacrificing quality



### SOLUTION

An above-and-beyond talent partner with a mission



### RESULT

18 senior engineers who own key product areas

Headquartered in Chicago, Vibes is an international leader in mobile marketing engagement, helping brands build personal relationships with consumers by delivering compelling and profitable mobile conversations.

### THE CHALLENGE

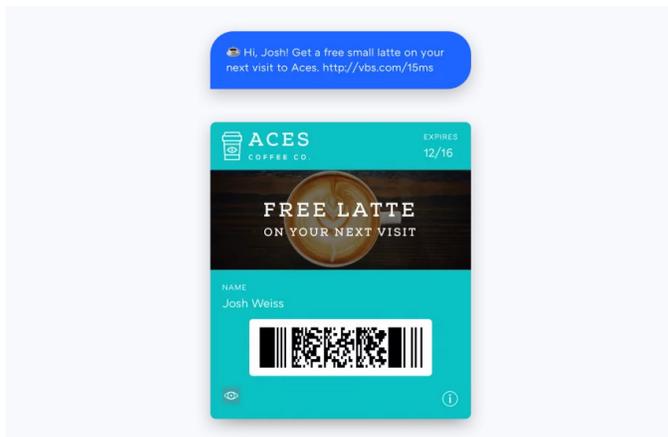
## Vibes Wanted to Maximize their Talent Budget Without Sacrificing Quality Software Development

With so much competition for engineering talent, Vibes was finding it difficult to hire top developers quickly and cost-effectively. At the same time, the company had a relentless focus on both hiring high-quality people and building top-of-the-line software and didn't want to settle for average developers. They also wanted a hiring solution that went above and beyond other traditional outsourcing models — a talent partner who would make the end-to-end hiring process quick and easy.

*"I can't overstate the level of support and transparency we have with Andela. We have so much confidence in their commitment to us and to their engineers that we don't put them through the same interview process that we do with other new hires anymore. We know that Andela knows us and is invested in our success and will send us exceptional engineers."*

Clarke Retzer  
VP ENGINEERING, VIBES

"We're very focused on maximizing every investment to meet budgets, and very carefully weigh our spending based on what's best for the business. By expanding our talent pool outside the local area, we're able to bring on more high-quality engineers within our budget parameters than we would have been able to do otherwise." - Clarke Retzer, VP of Engineering at Vibes



### THE SOLUTION

## Vibes Partners with Andela and Seamlessly Hires 18 Developers From Around the World

**Not your average outsourcing partner.** With four Andela engineers already on board, Clarke was immediately impressed: “Andela’s model and mission of removing geography as a barrier to top talent and its hands-on delivery and support of great developers is a vastly different method of software outsourcing than I had experienced.”

**High-quality talent that makes hiring stress-free.** With Andela, Vibes easily scaled up to 18 Andela engineers and continues to add more. According to Clarke: “We have more external resources than I would normally use, but the way Andela works with us and supports us has built a high degree of trust at every level of the organization. The caliber of talent that we get from Andela is just incredible and the relationship takes a lot of anxiety off of my plate.”

**Aligned to core values that matter.** One of Vibes’ core values is caring about people as people, not as a means to an end. Vibes saw Andela as a mission-driven partner who cared deeply about this too via their hands-on support and service. “It’s very clear from the way Andela treats engineers and us as a client that it shares this principle, and it shows.”

### THE RESULTS

## Andela Engineers Take Ownership Over Key Product Areas

Vibes hired 18 engineers and formed two all-Andela teams to focus on two crucial product areas:

**Team 1:** Andela engineers built integrations with strategic marketing technology partners. This work is key to driving customer retention and improving user experience.

**Team 2:** Vibes also has a team of Andela’s iOS and Android developers to work on their mobile SDKs. When they needed a server-side application to back some requests they were making, they wrote the code themselves.

“Both teams are significant areas of investment for us—areas where we are trying to grow. We’ve found that as we place Andela engineers in these greenfield areas, they jump in, unbound by historical precedents or roadblocks, and just do it. If they don’t know how to do something, instead of giving up or passing the buck, they ask us to teach them.” - *Clarke Retzer, VP of Engineering at Vibes*