

Global Software Factory Improves International Collaboration, Recruitment Following LifeSize Implementation

DevFactory uses LifeSize to communicate with constituents in the United States, India, China, Southeast Asia, Europe and Dubai on a daily basis.

Organization

DevFactory, Global

DevFactory is a software development factory that offers software production services for clients all over the world. The company's model takes the best practices from the manufacturing industry and applies them to its software development methodology to extract the high quality and economies of scale that the manufacturing sector has enjoyed and optimized for over one hundred years. With its menu-based offerings, clients can choose from a list of standard software components like bug fixes, performance improvements and automated tests suites, to best meet their business needs. Whether a customer has tens of thousands of bugs in their issue tracking system or want to double the performance of their code base, DevFactory provides those guaranteed solutions at a significantly lower cost and higher quality which is objectively measured.

Aiming to remove the unpredictability and mounting costs of traditional outsourcing, DevFactory presents a solution that is outcome-based and radically different from the time and materials (T&M) model that currently exists in the market. This modern version of outsourcing has been an extremely successful business model for the company and its customers. DevFactory currently has a network of more than 40 supply partners worldwide and over 600 contractors. With constituents in the United States, India, China, Eastern Europe, Southeast Asia, South America and Dubai, the company has established itself as a leading player in the IT and software outsourcing industry.



DevFactory is a software factory with outcome-based engagements that differs from the traditional T&M model.



CHALLENGE

As DevFactory continued to grow and expand to countries all over the world, the company was desperate for a cost-effective communications network to reduce the cost of business travel, while still enabling employees to converse in a natural, lifelike manner.



SOLUTION

After evaluating all of the major vendors' offerings, the company implemented LifeSize® Passport™, LifeSize® Express™, LifeSize® Team 220™ and LifeSize® Room 220™ to partners, contractors and teleworkers across the globe.



RESULTS

Employees now use LifeSize video conferencing up to five hours a day. Business travel has been reduced and the company now operates in a "virtual environment." Recruitment processes improved as the company now has a larger talent pool to hire the best employees in the world.



Challenge

As DevFactory continued to grow, its international workforce found it increasingly difficult to collaborate with team members over such great distances. With new partners being initiated to the network and customers being added to the portfolio, DevFactory found itself partnering with other companies that already had an international communications model in place and adopting their capabilities, instead of succumbing to expensive business travel. Unfortunately, it was not long before the company outgrew that strategy and needed to establish a communications network of its own.

Desperate to find a cost-effective solution, DevFactory turned to HD video communications. Because universal video collaboration provides the same lifelike experience as in-person meetings, the company believed that they could easily integrate the technology without sacrificing genuine human interaction.

DevFactory's Key Requirements:

Lifelike: The benefits of in-person interaction without the cost and complexity of business travel

Scalability: A video conferencing network that can grow with the company

Unmatched price performance: Superior quality at a reasonable cost



"LifeSize HD video collaboration has been instrumental in helping us continue to grow as a company."

– RAHUL SUBRAMANIAM, MANAGING DIRECTOR,
DEVFACTORY



Solution

The executive team soon began evaluating all of the major HD video vendors' solutions. They were looking for feature rich, scalable products with stunning video quality and crystal clear audio that would not break the bank. The right choice became evident soon thereafter.

"LifeSize was the only vendor that excelled on every one of our criteria" said Rahul Subramaniam, managing director of DevFactory. "It had unbelievable HD video quality and the price point was unbeatable. After the very first product demonstration, I knew that we had found the solution to our problems."

DevFactory quickly purchased a mix of endpoints to meet their specific needs. They purchased LifeSize Passport, the company's premier solution for teleworkers and home office employees, and shipped a unit to every partner. For their international offices, they implemented LifeSize Express, LifeSize Team 220 and LifeSize Room 220 for superior bandwidth performance and multipoint calling capabilities. Because the endpoints are equipped with 1080p30 and 720p30 resolutions, employees can experience crystal clear quality regardless of the distance between them. Even if the bandwidth levels are less than ideal, LifeSize technologies do not sacrifice frame rate, so latency is nearly non-existent. Additionally, LifeSize Room 220 and LifeSize Team 220 solutions can host multipoint calls, allowing up to eight different endpoints to dial-in for a video conference call.





Results

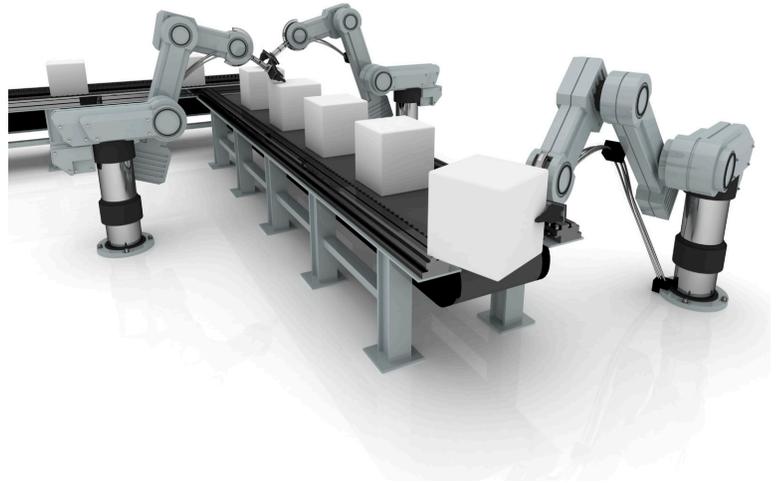
Soon after DevFactory implemented LifeSize technology across its worldwide offices, the company immediately began to see results. Previously, employees had to fly to meet with partners up to 40 times per year. Now, they can conduct all of their meetings over HD video conferencing. After adding up all of the expenses the company previously incurred from business travel, executives estimate that the cost of one LifeSize unit is the same as an entire trip. The difference is that LifeSize can be used over and over, producing an extremely quick ROI.

DevFactory employees spend between four and five hours on video every single day. For those who want a greater work/life balance, employees also have the option to work from home and telecommute to meetings.

“For us, face-to-face communication is key. In order to build trust and rapport with partners, vendors and customers, you have to interact with them on the most personal level possible. LifeSize does that for us. It’s hard to imagine doing business without it,” said Subramaniam.

LifeSize also enables stronger recruitment throughout the company. Because DevFactory now operates in a virtual environment, new hires do not have to be restricted to a certain geographical region. Thus, the company can hire better talent, leading to a better experience for customers.

“LifeSize HD video collaboration has been instrumental in helping us continue to grow as a company. No matter how big we get, I am confident that LifeSize can scale with us and support our business endeavors for years to come,” said Subramaniam.



LifeSize[®]
A division of Logitech

LifeSize Communications:
1601 S. Mopac Expressway
Suite 100
Austin, Texas 78746 USA

Phone: +1 512 347 9300
Fax: +1 512 347 9301
Email: info@lifesize.com
www.lifesize.com

EMEA:
LifeSize Europe
LifeSize Communications, Ltd.
Phone: 00 8000 999 09 799

APAC:
LifeSize Asia Pacific
Phone: +65 6303 8370