



Staff Augmentation for Domain Management Services Company

PROJECT DETAILS

IT Staff Augmentation

Jan 2020 - Ongoing

\$1,000,000 to \$9,999,999

"They were able to effectively vet candidates before the second round of interviews."

PROJECT SUMMARY

Cleverti provides staff augmentation services for a domain name management services company. The team is supporting the client with the manpower for their product development initiatives.

PROJECT FEEDBACK

Cleverti has ramped up the client's product development efforts and has reduced the time to market. The team communicates via Microsoft Teams, Jira, and GitHub. The client is impressed by the team's effectiveness in providing the right candidates for their project.



The Client

Please describe your company and your position there.

I'm CTO at Com Laude. Unique among registrars, Com Laude provides Client-Shaped Domain Services meaning that we place the individual needs of each of our clients at the heart of our operation. Established in 2004, Com Laude delivers an exceptional customer experience to brand owners seeking strategic domain name services. Our leadership team, with many decades of industry experience, is directly involved in the day-to-day business.

Our Domain Strategists are domain experts that strategically manage your portfolio ensuring it is shaped to meet your business needs. Our extensive knowledge informs the advice we provide to each and every client – advice provided in many different languages, including most European languages, Japanese and even Swahili. Where other providers may outsource to anonymous agents in distant locations, our team of Domain Strategists provide all aspects of our service personally, establishing a close and trusting business partnership that is truly client-shaped.

A global organisation, we have a network of seven offices across Europe, North America and Asia. We support Intellectual Property, IT and Marketing professionals to take control of their domain portfolios, secure their on-line presence and address digital brand infringement. We serve clients in many sectors including: Automotive, Banking, Bio-tech, Consumer Goods, Engineering, Entertainment, Fashion, Food, Gaming, Luxury, Media, Pharma, Retail, Sport, and Wellness.

We also work with the world's leading law firms, government organisations, and smaller companies who need to protect commerce critical domains. Our solutions help our clients



maximise their ability to conduct business online with strategic domain name management, protection against cyber-attacks, and by counteracting digital brand infringement.

The Challenge

For what projects/services did your company hire cleverti, and what were your goals?

Com Laude sought to develop a next generation corporate domain name management and monitoring digital platform to manage, monitor, and protect online domain name intellectual property.

As companies have increased their capability to serve online channels, cyber-attacks including online brand infringement, DNS and domain name hijacking which divert legitimate sales, steal personal information, or prevent businesses from operating, have also increased making online business increasingly risky. The Company sought to develop a platform that would enable its customers to view and manage online Intellectual property assets including domain names, SSL certificates and DNS records whilst in parallel, monitoring the activity in the domain name space for potential IP infringement.



Gareth Jehu
CTO, Com Laude



London, United Kingdom

CLIENT RATING

4.5

Overall Score

Quality: 4.5

Schedule: 4.0

Cost: 4.5

Would Refer: 5.0

The Approach

How did you select this vendor and what were the deciding factors?

We found them through a referral and considered them along side other resourcing and recruitment strategies. Near shoring offers us the flexibility to upsize and down size the development and QA team in line with the changing demands of our product development roadmap.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

Our hires from Cleverti have seamlessly integrated with and strengthened our existing in house teams who use an Agile development methodology and we now have a number of scrum teams running in parallel focused on a range of high value product development initiatives. This has enabled us to ramp up our product development efforts and reduce the time to market for key products and services.

How many people from the vendor's team worked with you, and what were their positions?

We currently have 4 people working with us in senior development and QA positions.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

As mentioned above, the Cleverti hires have enabled us to ramp up our product development efforts and reduce the time to market for key products and services.



Describe their project management style, including communication tools and timeliness.

We use an Agile approach to software development with daily scrum meetings and 2 week sprint releases. The Cleverti people are an integral part of this process, participating at every stage. We use Microsoft Teams, Jira and GitHub for communications which work very well for a de-centralised team that work across different time zones.

What did you find most impressive or unique about this company?

They were able to effectively vet candidates before the second round of interviews. This shortened the recruitment process and meant we were able to onboard high quality candidates in a timely manner. They are also very good at ensuring a good relationship exists through effective account management.

Are there any areas for improvement or something they could have done differently?

Nothing to note. They have been very good partners for us and we have made some great hires through them.

