

# Shore Group Associates Case Study: IT Augmentation



## Solutions Used

- Maintained minimal in-house database and application development team
- New Shore development team staffed quickly (pulling from Shore bench)
- Supplemental resources engaged as needed
- Minimized fixed costs and expanded return on assets
- Access to diverse technology skills allowed client to bid on and capture previously-out-of-reach business opportunities

For more information  
contact:

[info@shoregrp.com](mailto:info@shoregrp.com)

[www.shoregrp.com](http://www.shoregrp.com)



## SUMMARY

Shore served as a white-labeled development partner for a multimedia company. This included database and web / app-based development, with tight deadlines and requiring close interaction between Shore's US-based project managers, its offshore staff and the client team based on Canada's west coast.

## PROBLEM

Though the company was a rapidly growing, global marketing communications agency, it lacked IT infrastructure to scale-up and down to respond to lumpy, project-based client engagements. The leadership team recognized the need to focus on the core competency of creative design, while maintaining delivery of unparalleled service to clients.

## IMPLEMENTATION

- Engaged Shore in trial project to complete build-out of proprietary content management tool
- Following successful trial, client established two core, captive teams -- one comprised of software engineers (4-5 years of Java experience) for development projects, and the second comprised of mid-level research analysts to configure tools and upload content
- Collaborated to staff teams – Shore performed initial steps (sourcing candidates; screening, competency evaluation and testing; initial interview), and partner completed final round video interviews
- Supplemental resources augmented core teams during demand spikes
- Shore senior project manager temporarily staffed on-site to overcome bottleneck around creation of requirements

## RESULTS

High satisfaction levels led to engagement on a diverse set of additional projects requiring:

- .NET software engineers
- SQL database developers
- Documentation specialists (to create training manuals)
- Mobile app developers

