NEARSHORE DEVELOPMENT HELPS TO TRANSLATE BIG DATA INTO SUCCESSFUL BUSINESS STRATEGIES

SourceThought takes advantage of effective nearshore collaboration with Tiempo Development to evolve its innovative data shaping platform. In its engagement with SourceThought, Tiempo helps its client reach the market faster with competitive solution features. That accomplishment, in turn, helps businesses make strategic sense of big data from many different sources and become more competitive, valuable companies.

The tagline of SourceThought is "source inspiration from information." The company's data and technology experts are using their many years of experience in business intelligence, data warehousing, analytics, big data, and enterprise software to develop and evolve an automated data shaping platform that can help companies make big data accessible, manageable, and meaningful. The underlying foundation of SourceThought's innovation is Apache Hadoop, the open-source framework for distributed storage and processing of big data. SourceThought C4, the company's software solution, facilitates automated data shaping—the process of transforming disparate data from multiple sources and combining it into a consistent, combined set of rows and columns available for analysis and modeling—on Hadoop without programming or performing extraction, transformation, and loading (ETL). SourceThought C4 also helps businesses in taking advantage of the Data Lake, where data from many different sources can be stored, combined with data from software applications, and shaped to become actionable in modeling and decision-making.

THE STORY AT A GLANCE

CUSTOMER: SourceThought
INDUSTRY: Software products and consulting.
LOCATION: Headquarters in San Juan Capistrano, California.
URL: http://sourcethought.com/
TIEMPO DELIVERS:
Enhancements and additional data intake mechanisms for SourceThought C4, the company's data shaping platform.
MAIN ACCOMPLISHMENTS:
• Additional data intake mechanisms make the solution more valuable and competitive.
• Enhancements to solution's Workbench make it easier for users to import and shape data.
• Efficient development helps SourceThought perform proof-of-concept projects and accommodate specific client requests for features more rapidly.

FINDING THE RIGHT MATCH WITH AN OUTSOURCE DEVELOPMENT SERVICE PROVIDER

For SourceThought, incorporating outsourced software development into its operation was always part of the company's strategy. As Ron Frohock, Founder and Chief Technology Officer of SourceThought, explains, "We always expected to have a virtual, distributed team and one key motivation for outsourcing development was effectively accessing resources and gain essential scalability in a highly economical fashion. Our idea was to keep the intellectual property at the core of SourceThought C4 within the company's core development team, but there are many elements of the solution that it makes good sense to outsource."

SourceThought began engaging with Tiempo Development in the spring of 2014, after a connection came about through an investment and incubator firm known to both companies. "From the first conversation, Tiempo was not like other outsource developers I and my colleagues had been exposed to," Frohock comments. "Even before we got to discuss and explore complementary work styles and efficient collaboration, there was the matter of their convenient locations. We had worked with development services in such locales as India or the Ukraine, many time zones removed. Meetings and communications were always challenging to organize, and, at the very least, you put in a very long day to be able to connect with everybody you needed to speak to. I did not want to repeat that experience. Tiempo's development centers are in time zones close to ours, which we found very attractive."
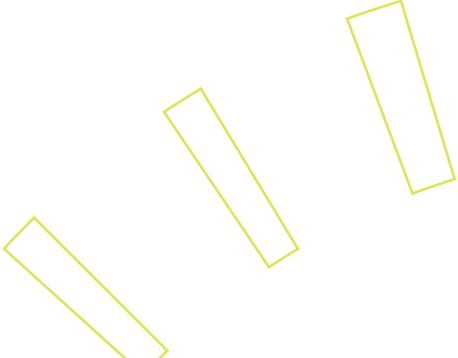
SourceThought ended up collaborating with a Tiempo team at the company's development center in Guadalajara, where Frohock visited early on to meet with his program manager and software engineers. Says Frohock, "When Tiempo assembled our team, the level of transparency and flexibility was very high. We were able to interview the candidates and make comfortable hiring decisions. This is by no means typical for outsource providers, offshore or nearshore. We aimed to start working with a small team of four people in a long-term commitment, extending our own resources in a stable, predictable manner. I know some of the large outsource providers would have considered us a very low priority. Once they assigned people to us, there would likely have been high turnover, or our project would have been one of many to demand the developers' attention, a very unsatisfactory and inefficient way to work."

NEARSHORE COLLABORATION TO ADVANCE AN INNOVATIVE DATA-SHAPING PLATFORM

SourceThought C4 is designed to be able to import data from many different sources. Once the basic ingestion process is defined, adding more data sources can become a streamlined, repeatable effort. "Tiempo Development handles those ingestion processes for our solution," says Frohock. "We queue them up for them, and they deliver. The ability to support more varied and a greater number of data sources is one of our primary competitive distinctions."
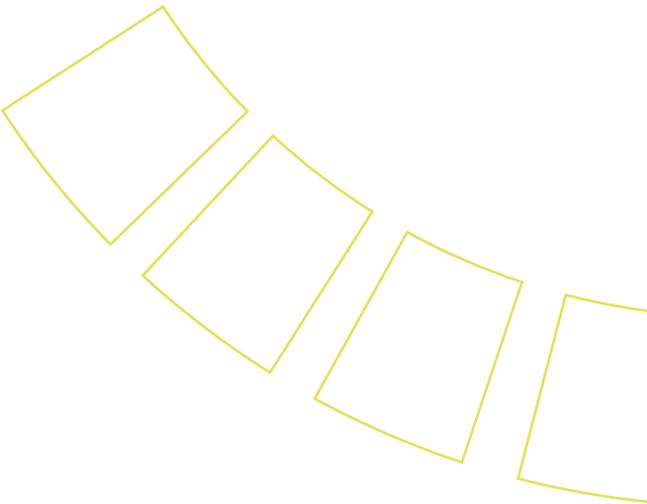
For SourceThought, the Tiempo team also handles some enhancements to the solution's core functionality and user maintenance issues. For example, Tiempo has contributed to the Workbench in SourceThought C4, a visual browser application which allows users to access the tools needed to import data and perform data shaping.

The collaborators from SourceThought and Tiempo meet regularly to discuss upcoming requirements and organize the work, using such tools as HipChat messaging and chat as well as Skype VoIP telephony. The atmosphere is collegial and collaborative. "We are not too concerned about us versus them," notes Frohock. "It's really a question of availability and competence. Sometimes our colleagues in Guadalajara own a user story completely, other times we share the workload. We follow an agile hybrid development model that fits well with the way we work and that is close to the Tiempo practice, so they can also be comfortable and effective."

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— Ron Frohock
Founder and Chief Technology Officer
SourceThought

"Because Tiempo is effectively complementing and extending our resources, we have been able to deliver SourceThought C4, including requirements and requests specific to certain clients, much faster than we would otherwise be able to accomplish. The work Tiempo does directly impacts the success of our proof-of-concept projects and our sales performance. We have become very confident in approaching very large potential clients, because we know that our engagement with Tiempo enables us to deliver what they need and what we promise them."

— Ron Frohock
Founder and Chief Technology Officer
SourceThought

At this point, the Tiempo contributors know the SourceThought C4 solution as well as anybody on the SourceThought side. Says Frohock, "By becoming exposed to the different areas of the application over time, working with the original authors, the Tiempo software engineers have gained a global understanding of the solution. This is critical, because you need to understand the consequences of changes you make across the entire solution. In becoming deeply familiar with our solution, the Tiempo team also has been very quick to learn and adopt our preferred development tools for the Hadoop environment."
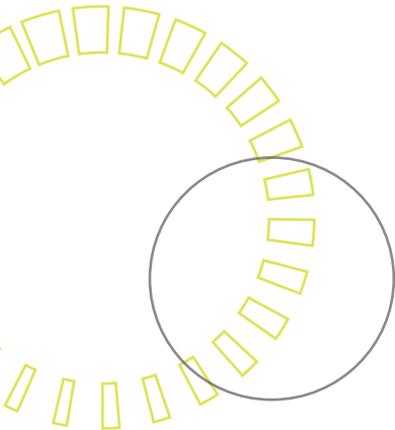
SUPPORTING CLIENT REQUESTS IN THE SOLUTION AND GOING TO MARKET MORE EFFECTIVELY

"Don't underestimate what a big difference cultural affinity and good chemistry can make when you work together on a complex, radically innovative software product," says Frohock. "I'm very glad that we all met in person when we first began the engagement with Tiempo. Even better: We understood each other. Because our Tiempo collaborators understand U.S. news and culture as well as our work environment, we can have a good camaraderie, comparing notes and joking about the same things. That kind of rapport is hugely valuable for a productive team."

Frohock expects that the Tiempo and SourceThought collaboration will remain small in terms of the number of people involved, although it generates powerful outcomes for SourceThought's clients. "Together, we are building the product that SourceThought is taking to market, and together we join in discussions with our clients," comments Frohock. "Because Tiempo is effectively complementing and extending our resources, we have been able to deliver SourceThought C4, including requirements and requests specific to certain clients, much faster than we would otherwise be able to accomplish. The work Tiempo does directly impacts the success of our proof-of-concept projects and our sales performance. We have become very confident in approaching very large potential clients, because we know that our engagement with Tiempo enables us to deliver what they need and what we promise them."

At meetings of CEOs and CTOs in the rapidly churning Silicon Valley environment, Frohock often recommends Tiempo Development when he hears that certain other companies are late in completing their solutions, taking them to market, or adjusting them for specific clients and industries. "SourceThought will benefit if Tiempo builds productive relationships with other companies similar to ours and brings additional learning and insight to our collaboration," says Frohock. "Also, they're doing fine work in their unique, effective style, and deserve to be recommended. I'm looking forward to seeing our long-term engagement with Tiempo continue and grow."

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Tiempo offers a unique and very successful combination of a nearshore business model, agile methodology, deep expertise, and advanced talent management. We build for you the powerful software that fits your vision and strategy, no matter whether you rely on it to run your own business or whether it is a product you provide to your customers. When time matters, we help you accomplish software releases that deliver the business value you look for with great velocity and most cost-effectively.

We follow an agile, customer-centric approach, the Tiempo Quality System or TQS—a structured, fast-moving framework that emphasizes tangible outcomes and collaborative client interactions in a daily basis. TQS allows us to align our customers' software development models and business practices closely with their Tiempo teams' efforts.

We also own deep industry and technology expertise. Our software engineers and tech leaders know how to take advantage of the cloud, mobility, big data, social media, and a wide spectrum of development tools to build the software our clients need.

OUR COMPANY IS 10 YEARS OLD WITH OVER 200 EMPLOYEES. OUR CONTINUED FAST GROWTH HAS BEEN DOCUMENTED IN INC. 500/5000 (FOR 2011, 2012, 2013 ,2014 AND 2015). OUR TARGET CUSTOMERS RANGE FROM FAST GROWTH, WELL-FUNDED COMPANIES WITH EXPERIENCED MANAGEMENT TEAMS TO ENTERPRISES WITH A BROAD VARIETY OF CUSTOM SOFTWARE NEEDS.

SOME OF OUR CURRENT SATISFIED CUSTOMERS INCLUDE TRIPWIRE, ADREIMA, WEBPT, ANNEXUS, PLANET DATA, AND PDX, INC.
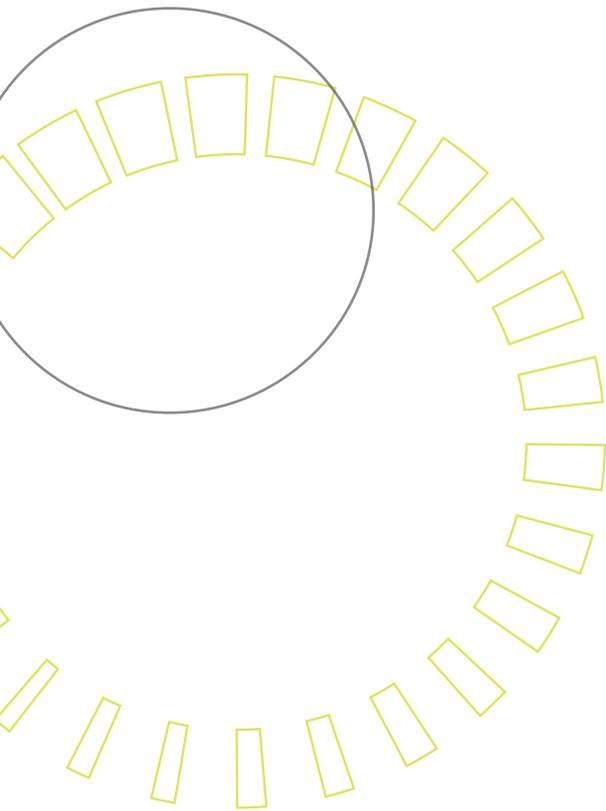
OUR OFFERING

From conceptualization, through development, to deployment and support, our services are designed to deliver software that helps you realize your strategy and meet your goals. Depending on your specific needs you can take advantage of all of them, or a couple of services.

» Software Development creates the software, following our rapid, agile TQS methodology.

» When you want to understand markets and plan for the software you need, Big Data Analytics provides the most effective tools so you can process and visualize large amounts of data.

» Architecture and Design identifies the structure and design elements that your software solution requires.

In addition to company headquarters in Tempe, Arizona, we operate several development centers in Mexico, in time zones close to yours, staffed by highly trained and certified technologists who speak your language and understand your business culture.

» Product Definition translates your ideas and expectations into clearly documented and prioritized software capabilities.

» Tiempo Deployment and Support ensures successful software rollouts and helps you resolve potential issues that could impact your systems and processes.

THE BENEFITS OF OUR TIEMPO DEVELOPMENT TQS MODEL OVER INTERNAL DEVELOPMENT

» Scalability – Tiempo has the recruiting, training and team building processes in place to scale to meet your needs. No need to consider workspace, equipment, connectivity, licenses, etc.

» Quality – TQS is specifically designed to facilitate successful outsourced software development using self-organizing, self-managed teams with agile discipline. This provides predictably high quality results, allowing your senior management to focus on their core business.

» Costs for our development teams are typically 60% of comparable U.S. teams.

THE BENEFITS OF OUR TIEMPO DEVELOPMENT TQS MODEL OVER OTHER OUTSOURCED MODELS

» Our centers are staffed with professionals living in U.S. time zones and with U.S. culture. Daily agile meetings improve communication and timeliness for higher quality results and less stress.

» TQS methodology delivers improved time to market and a consistently superior product.

» Costs are favorable comparable to offshore outsourcing due to productivity and efficiency gains.

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