



Case Study: Nearshore Developers Provides Powerful Medicine to Health and Wellness Company

WellnessFX helps individuals take control of their own health and wellness through research, online tools and access to medical experts. Nearshore resources provide the right skills with which to augment their software development team.

“With Software Next Door we got superior quality software engineers delivering releases on time and at a lower cost than local resources. Best of all, the developers work together like a close-knit engineering team.”

-- Dave Hodgson, Chief Technical Officer

Background

Individuals are increasingly seeking to take charge of their own health through preventative measures. The complexities of modern medicine and medical research coupled with a lack of available tools, however, make proactive health monitoring and corrective action a challenging task for the non-medically trained. Wellness FX, a San Francisco-based health and wellness company is revolutionizing access to and understanding of personal medical information.

WellnessFX believes that people will be healthier if they can more actively manage and control their own destiny. As such, their solution allows individuals to collect and manage personal health information, including lab results, genetic information and their own observations. To be meaningful to the average consumer, test results and other metrics must be conveniently tracked, and medical information must be easy to read and understand. Experts from a wide variety of specialties must be available for consultation. Convenience is crucial to widespread and ongoing use, so appointments must be available in the evenings and weekends and scheduling must occur online. Finally, the basis for decisions about care must be rooted in leading-edge scientific research, diagnosis, nutrition, and proven therapies.

The Challenge

The WellnessFX solution is comprehensive and ambitious. It requires building and maintaining a network of medical experts, developing world-class tools, managing large amounts of health information and ensuring data privacy and security. To meet corporate objectives and continue to improve the solution, WellnessFX needed an outsourced partner to handle a portion of the technology development. Outsourcers based in Mexico were high on the list because of the IP protection NAFTA affords and the fact that a similar time zone makes Agile development progress more smoothly. Mexico's proximity also greatly reduces travel time and expense.

Although locale was a consideration, the most important aspect of any outsourcing firm was finding personnel with the right skill set. The technology in use at WellnessFX is varied. An outsourcing partner needed personnel trained and adept at:

- Ruby on Rails
- MySQL
- GIT
- TeamCity
- RSpec
- Heroku
- JavaScript/JQuery
- HTML 5
- Agile methodologies, including Scrum, TDD and Pair programming

Contact Software Next Door at 415-516-0723 or visit www.softwarenextdoor.com for more information.



The Solution

The dearth of Ruby on Rails experts is well known. Finding qualified personnel offshore turned out to be even more challenging than expected. A number of nearshore outsourcing firms under consideration were unable to present staff for the project with the required technical skills. Of all the organizations WellnessFX investigated, only Software Next Door offered highly skilled software developers well versed in the technology in use.

Once a clear idea of the client's needs and expectations as well as the product roadmap were outlined, the process of moving a portion of the development activities to Software Next Door was swiftly accomplished. Software Next Door personnel quickly became an extension of the in-house development team, and rapidly began delivering quality releases. These software releases continue to be delivered on a weekly basis. Because the two companies have time zones within two hours of each other, there are no communication gaps.

Results with Software Next Door

Outsourcing a portion of their software development has paid off for WellnessFX. Tens of thousands of dollars have been saved from expected engineering costs without sacrificing expertise or excellence. Keeping a good balance between in-house and outsourced software engineers was the best option for delivering a high quality product on a timely basis and still controlling costs.

"We feel as though we're a part of the WellnessFX engineering team," said Dan Federman, chief executive officer at Software Next Door. "Our software engineers are highly motivated by working as an integral part of exceptional Ruby on Rails engineering team. We are able to extend their resources and deliver high quality software components that enables people to live healthier, happier lives."