Make sure your great idea becomes a great product.
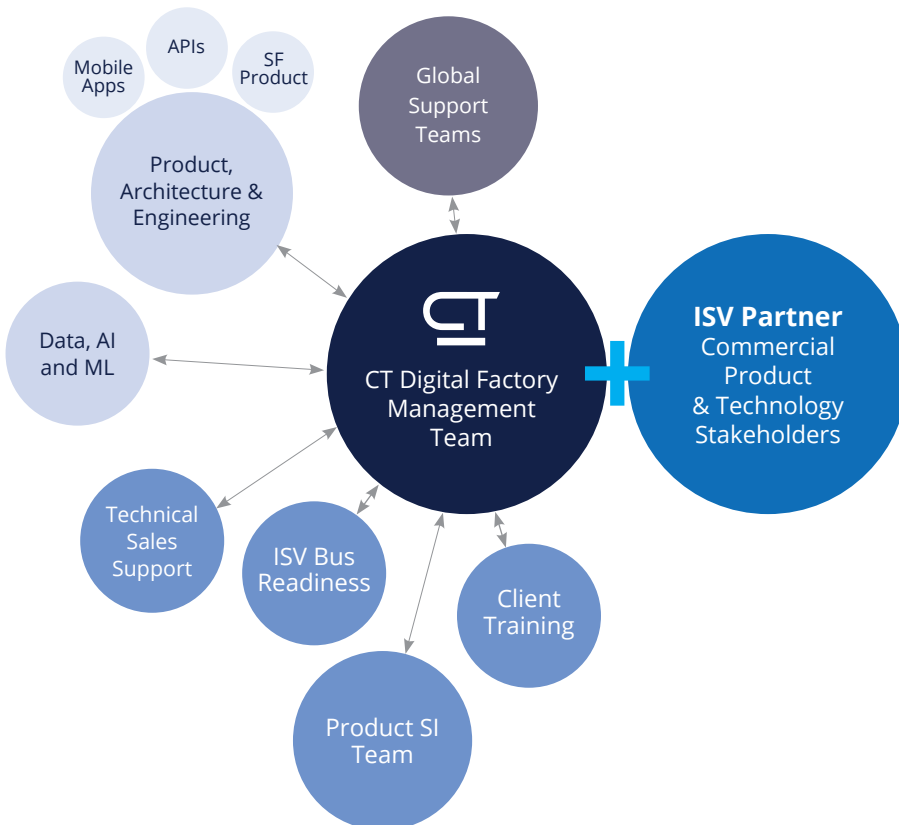
Our PDO clients typically experience:

- ✓ 50% time savings vs scaling your own team
- ✓ 30% cost savings vs using an in-house solution
- ✓ 6-month average PDO cycle vs 13-month industry average

Customertimes has worked closely with Salesforce and ISV partners within the Salesforce ecosystem to build a truly unique PXO service set. At its heart is a dedication to enabling ISV partner success, not just simply providing outsourced development capacity. Our continuing success as a Top 10 EMEA Salesforce ISV Partner demonstrates our understanding and ability to compete and win within the Salesforce ecosystem.

The Customertimes Digital Factory: Taking PDO services to the next level

Mobile Apps

APIs

SF Product

Product, Architecture & Engineering

Global Support Teams

Data, AI and ML

CT CT Digital Factory Management Team

+

ISV Partner Commercial Product & Technology Stakeholders

Technical Sales Support

ISV Bus Readiness

Client Training

Product SI Team

The Customertimes Digital Factory is the next step in the evolution of PDO services, allowing us to bring a new level of quality, scalability, and flexibility to our ISV Partners. This product and technology factory is sustainable, cost-effective, and custom-built to align with your strategic goals. Our talent acquisition, training, and management teams ensure we deliver the right product, technology, and supporting services to you when you need it, while you focus on driving your business forward.

Digital Transformation: Some challenging figures

39%	developer shortage in US alone
190,000	estimated shortfall of personnel resources within the Salesforce ecosystem over the next five years
$6T	estimated global IT market in 2022

Successful product teams require experienced staff to meet market demands. Yet while digital transformation and the demand for supporting products is growing dramatically, the talent to build these products is not keeping pace. Acquiring, retaining, and training these resources is an expensive and time-consuming activity that can often limit the ambition, focus, and drive to deliver high-quality products. These customer stories show how Customertimes can help you overcome the challenges.

How WeWork partnered with us to build its global Digital Factory

WeWork provides shared workspaces, technology startup subculture communities, and services for entrepreneurs, freelancers, startups, small businesses, and large enterprises globally. Attempting to build and maintain a global product and engineering function was becoming a distraction from its core business activities and hindering growth.

Customertimes delivered multi-skilled product and engineering teams from our European development centers. We managed all aspects of recruitment, HR, payroll, training, and service delivery. Our engagement team collaborated with WeWork to align a Digital Factory with its global strategy, product, and technology needs. The team grew quickly from 10 to over 90 people, and has successfully enabled WeWorks' technology innovation for over four years, spanning multiple technologies from Java and React to AWS.

Alimera Sciences boosts productivity with the CT Mobile product suite

Alimera Sciences is a pharmaceutical company that specializes in retinal disease therapies. It is the creator of ILUVIEN®, an implantable device that treats patients with Diabetic Macular Edema (DME), allowing them to avoid permanent vision loss.

To streamline sales and service, the company deployed our CT Mobile suite. Built on the native Salesforce platform, CT Mobile integrates with Salesforce Maps to give Alimera a flexible, easy-to-configure solution for territory management. Account/contract affiliations are easily defined, and the solution syncs easily with the company's online database to quickly populate object records like accounts, positions, calls, and more. For more on how CT Mobile helped Alimera's sales team become more productive, read the case study here.

A complex React Native mobile application extends Sirenum's Salesforce product

Sirenum helps companies better manage their hourly workers, so the right person is placed in the right place at the right time at the right pay. Based in London, UK, the company works with partners around the globe to help clients successfully implement their workforce management strategy. The management team identified a need for a mobile application that would overcome an inefficient 1:1 relationship between a candidate account and a Sirenum recruitment partner. The goal was to improve the worker experience, giving users much easier access to shift work across all Sirenum recruitment partners in one easy-to-use UI.

Customertimes was chosen to design this next-generation app, Sirenum Engage. The company required a PDO partner who not only understood the Salesforce platform but could align those skills with the React Native mobile development. Engage had to be highly configurable and customizable, able to interpret individual Salesforce org configurations and display requirements so Sirenum customers could configure their own views without the need to "code" the Engage mobile application.

We created a multi-skilled Salesforce/React team to deliver the application on a fixed budget and timescale. As a result of its successful delivery, Sirenum was able to significantly improve the worker experience and the scope of its product. The timely delivery of Engage played a significant part in the acquisition of Sirenum by staffing software company Bullhorn. We continue to work with Bullhorn to build a Bullhorn/Sirenum SI practice that delivers product implementation services to its clients. For more about our partnership with Sirenum, click here.

The benefits of partnering with Customertimes

At Customertimes, we believe that engaging a PDO involves more than just building a product. We're proud to also be recognized by prospective and existing ISV partners and Salesforce for our experience and ability in providing go-to-market strategy and execution, enabling organizational readiness, product discovery and R&D, and scaling and mobilization.

You can begin to take advantage of our above-and-beyond capabilities at any stage of the product development lifecycle. We'll help you improve your capabilities in a number of ways:

Growth
The right partner can get you to the next level. Our PDO and Managed Services deliver the product and customer support you need to expand your reach to new continents.

Improved customer experience
With offshore teams around the world, we can give you in-time-zone customer support.

Agility
If you're ready to expand your product offerings but need more skilled staff, our Managed Services team can help.

Greater control of your roadmap
When your dev team needs to focus on your core roadmap, Customertimes can tackle your backlog and help you keep up with customer requests.

1. Discovery
The initial step is a business and technology-focused exercise to uncover the drivers behind your decision to build a product. We help identify the kind of product that should be built to ensure commercial success.

2. Ideation
The initial concept is transformed into a well-defined, structured product design and technology strategy.

3. Roadmap and planning
Once the product scope and strategy are defined, we wrap it into a product roadmap and develop a plan for delivery.
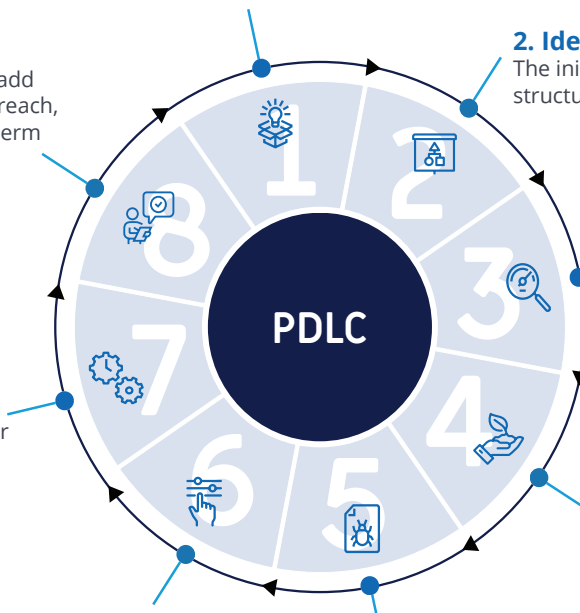
4. Develop
Using an agile approach to product creation, we build in flexibility and the necessary feedback loops to ensure the strategy can be adjusted as needed.

5. Testing and assurance
Once the product is developed, the release must be tested, hardened, and able to pass any necessary security reviews.

6. Release
Now, the product is ready for release. Beta customers are engaged, and a marketing plan is executed.

7. Maintain and support
Future releases, maintenance, customer support, product support, and partner support are carefully planned to ensure a seamless customer experience. Dedicated customer and product support services are tailored to your needs.

8. Mobilize, grow, succeed
Product growth depends on successful product adoption. Customertimes can add scale to your efforts, ensuring a global reach, successful implementations, and long-term customer support.

PDLC

Contact Customertimes now to find out how we can support the next step in your product's evolution!

experts@customertimes.com ▮ www.customertimes.com

ISG Provider Lens™ 2022 Quadrant
Salesforce Ecosystem Partners
Leader, U.S.

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Customer 360 Platform

salesforce NAVIGATOR EXPERT
Experience Cloud

salesforce NAVIGATOR EXPERT
Service Cloud

PARTNER INNOVATION AWARDS 2020 WINNER