



HOW WE BUILT 6 AGILE TEAMS IN 1 YEAR

HOGARTH CASE

Part of WPP Group

Hogarth is a marketing implementation agency in London. They produce advertising and other marketing communications for clients across media channels and languages. You can learn more about them at <http://www.us.hogarthww.com>.

CHALLENGE

In the spring of 2013, Steve White, Managing Director at Hogarth, a leading, London-based marketing implementation agency, needed to increase the speed of development of a new product, CopyCentral due to a revised delivery date. In order to do this they needed to grow their development capacity – and fast.

But how? Past experiences with contractors and other offshore companies had ended in missed deadlines and exploded budgets; at the same time, recruitment in London was sluggish.

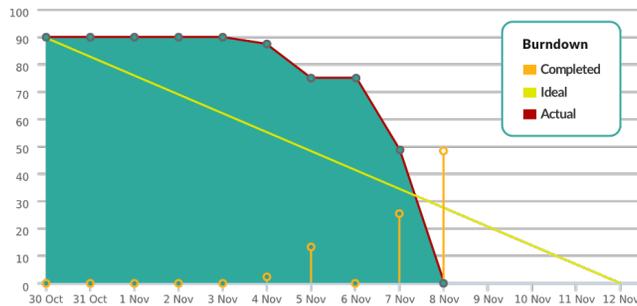
White decided he would need to work with an external company to fill Hogarth's development needs, but in order for it to be successful, he would need to find a company trained in CopyCentral's technology stack – Python and Django – and dedicated to Agile best practices.

THE COOPERATION

STX Next is one of the few European companies specializing in both Python and Agile. A visit to the main office in Poznan, Poland, convinced White that STX Next had both the expertise and organization to complete his projects. He asked for two scrum teams.

After two weeks, STX Next and Hogarth started their first collaborative sprint. STX immediately set up channels for open communication and a transparent development process.

The first development sprint began, and STX Next and Hogarth found that we were natural partners. Both agile enthusiasts, common values of openness, honesty, and communication propelled the projects forward. For the first several sprints, Hogarth's product managers would fly to Poznan to spend the last days of the sprint as a co-located team.



We Exceed Your Expectations

"Our partnership with STX Next is built on trust and a recognition that both our companies succeed and fail together. By trusting each other and being open and honest with one another, we are able to quickly get to the root of issues when they arise and deal with them effectively. We are both committed to making our partnership work as effectively and efficiently as possible and are constantly inspecting and adapting our processes to ensure that we continuously improve the relationship and quality of our shared work. Our frequent visits to one another's offices to build interpersonal relationships are also critical to our success."

Andrew Lefrancq
Scrum Master, Lead Scrum Master Hogarth Worldwide Limited



THE RESULT

White observed that we were able to achieve more in the first sprint than a previous outsource partner had accomplished in three months. We delivered.

CopyCentral on time, and since then the cooperation has continued to thrive. Thirty STX developers now work for various Hogarth projects, and STX continues to grow with them.

"I can definitely recommend working with STX Next. The knowledge, expertise and openness of the STX Next teams continues to impress us everyday and I have no doubt that any company looking for Agile, Python and Django expertise to supplement their own teams would be wise to partner with STXNext."

Steve White
The Managing Director of the Software & Services Division at Hogarth Worldwide



WPP

100 PYTHON DEVELOPERS. LIMITLESS PYTHON POWER.

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