Sococo

Case Study

SOCOCO HELPS WORLD WIDE TECHNOLOGY GO REMOTE

Company
World Wide Technology

Industry
Technology

IgniteTech Product
Sococo

Customer Website
www.wwt.com

World Wide Technology (WWT), founded in 1990, is a privately held company with more than $12 billion in annual revenue. The company provides digital strategy, innovative technology and supply chain solutions to large public and private organizations around the globe.

Based in St. Louis, MO, WWT employs more than 5,000 people and operates over 2 million square feet of warehousing, distribution and integration space in more than 20 facilities throughout the world.

Summary

Challenge: Everyone physically reporting to the same office had long been considered essential to the Agile development at the heart of WWT. It was going to be difficult to bring in enough high-quality hires to meet demand solely from the local talent pool, and it was a good time to widen their perspective.

Solution: The company took an enormous leap and began going to work in Sococo. The online, all-inclusive virtual workspace made it easy for each team member (including client stakeholders) to "come into the office" each day, no matter where in the world they were located.

Results: IgniteTech's Sococo solution helped WWT widen the recruitment net and get more (and better) work done, faster. Instead of detracting, the virtual office enriched company culture and created space for more work styles to successfully contribute to an Agile workflow. The company also increased quality communication and improved visibility into team activity — all while scaling through a period of incredible growth.

IGNITETECH

> "What Sococo offers — this ability to see that someone is available before you jump in and talk to them — has made a massive difference to how our teams communicate, transmit information and produce the best work."

John Yorke
Technical Operations Manager (Virtual Office)
World Wide Technology

CREATING A COHESIVE, PRODUCTIVE ONLINE OFFICE IN SOCOCO

WWT's software delivery division had spent years as an onsite-only organization, with major hubs in large American cities. It had gained a solid reputation from years of delivering unsurpassed solutions to its clients and was growing by leaps and bounds. Company leadership understandably didn't want to sacrifice the culture and work practices that had made the business great, but the future was calling. It was clear that if the company planned to successfully scale while retaining the same great culture, it had to face certain challenges head on.

- **Recruitment roadblocks.** WWT needed a virtual office both to broaden options for its current workforce as well as extend its ability to recruit beyond those cities where the company had physical offices.
- **Feedback bottlenecks.** It is not always easy for work teams to get ahold of senior client stakeholders to get prompt key feedback and approvals. The problem was increasingly causing bottlenecks.
- **Costly quandaries**. In-person project collaborations required WWT's team to travel to client sites for extended periods — a costly proposition in more ways than one.
- **Work style woes.** The reality is that developers have their own, sometimes particular, ways of working. These don't always favor picking up the phone to quickly resolve a question with a client. In an Agile environment, any communication delay is a problem.
- **Communication clutch.** WWT relies on ad hoc communications, especially when it comes to an essential element of their work — paired programming. Without it, it's tough to cultivate connection, a sense of belonging and efficient collaboration.

WWT QUICKLY SAW BENEFITS

- Sococo helped WWT **speed up its recruitment cycle by 12–24 months, widen its talent pool and offer a quality-of-life game changer** for existing staff and new hires alike. WWT has been able to hire top talent anywhere and sustain growth at a tremendous pace.
- Issuing Sococo licenses to key clients allowed WWT to **collaborate when clients are available,** greatly improving outcomes. Clients get their work done faster and get to be part of the collaboration — on their own terms, at times that work for them. This has been especially helpful with very senior product and development stakeholders who are stretched thin.
- Both **remote pair programming and client training work seamlessly** in Sococo. Both have the power to save clients money, improve code quality and keep employees happy. Training customer teams remotely has resulted in tremendous cost savings and better work-life balance for WWT teams and client teams alike. Speed and quality of pair programming can now continue from anywhere in the world.
- Sococo makes it easy for developers to jump in and connect with customers — without having to stop and pick up the phone. Project teams can now **accommodate a wider range of work and communication styles,** and reap the benefits of that diversity. Teams have visual ways of knowing who's available for a quick huddle so that nothing waits until the next day's stand-up for resolution. This means so much for relationships, deliverable quality and deadlines.

LEARN MORE

To learn more about how IgniteTech's Sococo solution can help you create a cohesive, productive online office, visit ignitetech.com/sococo.

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