



Case Study

German-Polish teamup leads to the perfect digital agency pairing

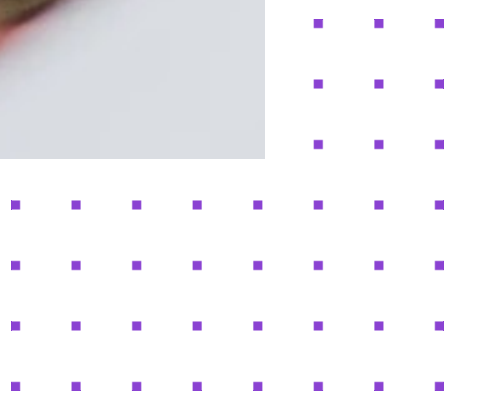
Polcode offers total developer control and transparency to **German-based digital marketing agency**

A small-yet-effective digital agency based in Germany leveraged Polcode's remote developers to provide IT services, web development and marketing consulting products to their B2C and B2B clients in DACH regions.

They develop bespoke software products in-house, which helps small to medium-sized companies grow their digital business, and hiring nearshore developers helps them increase lead times and beat talent shortages in the local market.



Specific names in this article have been omitted for privacy. Feel free to contact our sales team at **sales@polcode.com** if you'd like to confirm the authenticity of this account with a direct referral to the client.



Getting to **Know Each Other**

Remote projects often have a lead time before everything gets on the right track. People are getting to know each other and developers aren't familiar with business needs. What matters most between a digital agency and IT partner is **building trust, good communication, transparency, accountability**, and taking action to ultimately make the client happy.

//

During our early cooperation, Polcode had to replace a couple developers who turned out to not be a good match for the project. **We trusted Polcode to resolve the situation and thankfully, they were able to replace developers with core competencies that perfectly matched our specific needs.**

Martin, CEO of German-based Digital Marketing Agency

Today, the client and Polcode are tightly-knit, trustworthy partners. Polcode developers are like part of their in-house family, completely integrated with their daily business processes.



The Business Need

The digital agency needed more than just an external supplier of coding talent. Their in-house IT team is small, but their client demands grow every year. They needed a larger remote team with relevant software-building experience and expertise.

They tapped Polcode’s wide range of developer experience in ecommerce, web & mobile development, and our background in nearshore team extensions. **Polcode was chosen to help launch business-critical applications for their clients.**

We established the following project requirements and needs:



Transparent Monthly Reporting

Polcode’s business manager provides a detailed report of developer working hours. The client can always see exactly what they’re paying for on a monthly basis. They can also easily connect to the logging system as well, checking controlling and billing whenever they wish.



Total Developer Control

It was important to the client that they directly manage Polcode developers’ day-to-day, including vacation schedules to sync with their work weeks. With our flexible cooperation models, clients get to control exactly how they want to work with our teams.



Streamlined Project Management

Polcode suggested the project management software Redmine to centralize issue-tracking across remote teams and documentation is housed in Google Drive.



Continuity and Predictability

The client required credible, reliable developers who could commit to working on their projects full-time until launch. Developer availability and continuity is an essential part of Polcode’s cooperation, knowing that they have dedicated staff available to them at all times.



Code Quality and Competencies

Every client is unique, and the developers aren’t just automatically the perfect fit just because they have experience in relevant technologies. Polcode business managers work closely with the client to perform code review and check competencies before assigning them to a specific project or task.

//

Polcode has been a great supplier of developer talent. We have a strong, constructive working relationship with them.

Martin, CEO of German-based Digital Marketing Agency

Project: Ecommerce Store

One of the standout projects realized was an ecommerce shop, allowing commercial buyers to easily order products, claim warranties, use vouchers and achieve convenience at lower prices.

However, before these features could be implemented, we needed to **migrate the client from an older Magento 1 store to the newest Magento 2 ecommerce platform**. Once migrated, Polcode helped develop and transfer a number of solutions to improve the process of purchasing, registration, configuration and warranty management for devices.

SERVICES & TECHNOLOGIES USED

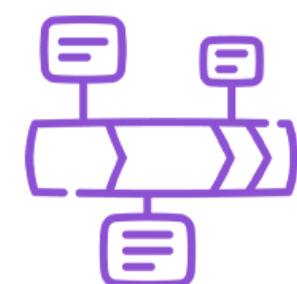
Team Extension: **3 Developers**



Some of **the core features** we introduced to **the ecommerce platform** included:

- **Registering devices online**
Easily register offline or online purchases into the online database.
- **Online certificates**
Generate a digital certificate confirming purchases.
- **Event management**
Manages local or digital events, participants and the sale of tickets.
- **Error reporting**
Generate a digital certificate confirming purchases.
- **Magento integration**
Integrated core SAP modules with new Magento store processes.
- **App Webview Store**
Uses an existing store instance as a view of the mobile application by loading a custom store view, (limiting and modifying existing extensions) to ensure user friendliness.
- **Store Credit**
Credits can be used as currency to partially cover costs of the order, where the user only pays the difference.
- **Themes**
One of the implemented solutions was also the development of a new design based on the provided projects based on the previous version of the store on Magento 1.

Outcomes and **Benefits**



Productivity and timeliness

The German-based digital agency has built a productive, happy working relationship with Polcode developers over the years. Both teams have established easy communications that ask questions, describe problems, point out expected flaws before executing tasks.



Reduction of time spent and costs

The client leverages a remote developer team that scales up and down (depending on their monthly project needs). More importantly, the developer teams are now familiar with their business model, workflows, collaboration style, etc. making work much easier.



Skilled developer talent nearby

Poland is a neighboring country to Germany, making it easier for the client to hire and onboard developers with specific skill sets, without having to conduct their own HR processes or deal with local talent shortages. Switching developers in or out incurs no major losses or risks.

//

When we encounter challenging software issues, Polcode clearly points them out, applies fixes, and the matter is done. If things are not clear, Polcode asks good questions, we answer them, and the issue gets resolved. Polcoders seem to have fun doing their job. It makes it fun to work together, and that's our aim.

Martin, CEO of German-based Digital Marketing Agency

Let's Talk!

Polcode Sp. z o.o.
Grojecka 1/3
02-019 Warsaw
Poland

polcode.com

E: sales@polcode.com

T: +48 22 188 15 06



Work With Developers **You Know And Trust**

Check more
reviews on

