

ADVERTITY CASE STUDY BY SUPERDEVs

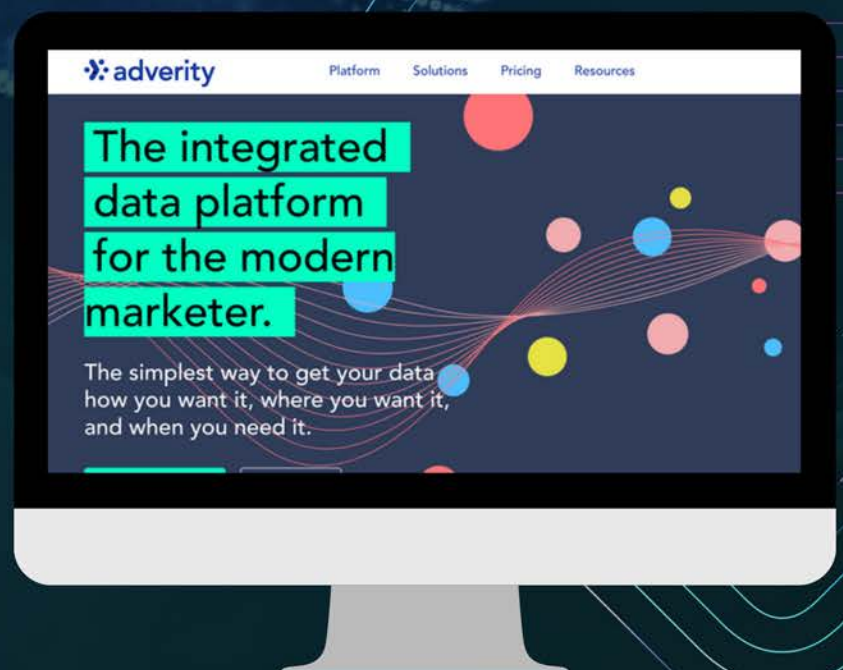
When performance meets speed

Overcoming scale-up challenges

About Adverity

Adverity is an intelligent marketing analytics platform, specialized in enabling data-driven marketers to improve performance and make better decisions faster and easier. Through automated data integration from hundreds of sources, data visualization and augmented analytics, this SaaS solution reveals the tangible business impact of marketing activities and uncovers optimization opportunities.

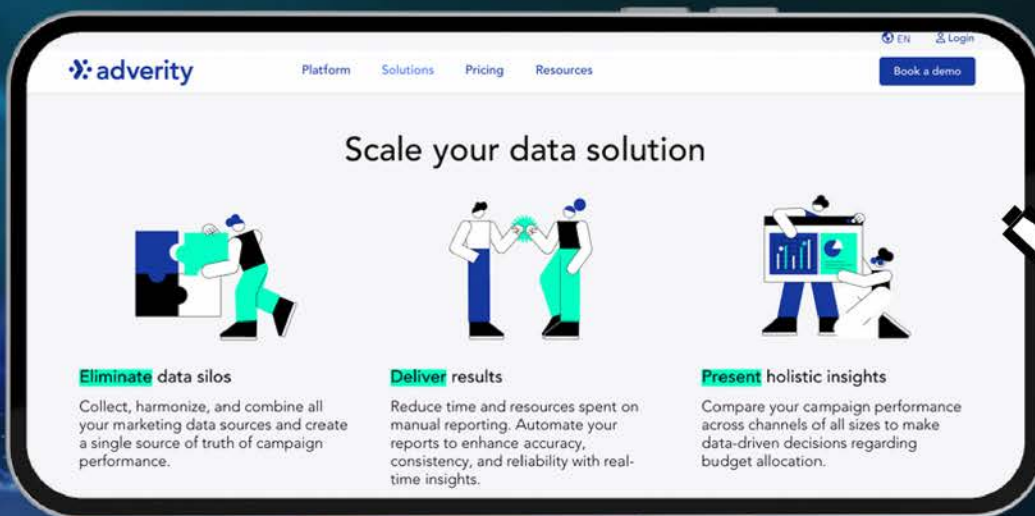
Founded in 2014 and supported by leading international investors, Adverity currently powers the marketing intelligence of over 250 world's leading brands and agencies, including IKEA, Red Bull, GroupM, Unilever, Omnicom, Barilla, and Forbes. The company is headquartered in Vienna, and has offices in Frankfurt, London and New York.



Challenge

With Adverity's tremendous growth and market success, scaling the product and constantly improving the customer experience were the primary goals for the engineering team. Even for an attractive and fast-growing employer like Adverity, already having a strong engineering team, it was challenging to keep up with the projected growth rate for onboarding qualified senior software developers.

Superdevs accepted and delivered on the challenge: within a couple of weeks, several Tier-1 senior talents with 10+ years of experience were identified, carefully selected and onboarded. Over the course of three months a strong team of over 15 engineers joined Adverity remotely.



By leveraging the Superdevs network to accelerate our development efforts, we were able to focus our time and energy on developing the best product for our clients, instead of fighting battles in the war of tech talents.

Martin Brunthaler
CTO & Co-Founder, Adverity



Outsourcing development of core technology components to an external software agency was not an option, as Adverity wanted to retain oversight of key IP assets. On the other hand, the pressure to deliver innovative features and improve UI and UX was growing, so a quick and efficient expansion of the dev teams was necessary. Superdevs turned out to be a great fit here, because it was able to provide the top talents in record time, which were quickly integrated and with the same long-term commitments as internal employees of Adverity.

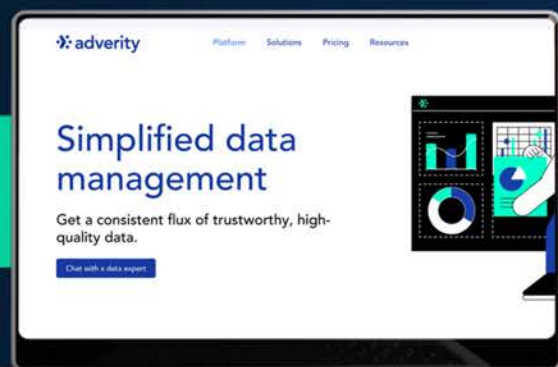


Successfully integrating remote members into our team helped us to grow seamlessly and quickly deliver new features without stress and delays.

Thomas Meindl

Head of Development, Adverity

For nearly five years, our partnership with Adverity has grown stronger, maintaining a mix of several developers who joined the project in the early years with a number of new talents on board. By aligning our efforts with a well-structured product roadmap, we have consistently delivered high-quality results. This collaboration serves as an exemplary model, showcasing how strategic outsourcing can effectively augment efficiency and quality, perfectly in sync with a product's developmental trajectory.



About Superdevs

Superdevs connects top IT talent with leading companies, scale-ups, and startups globally. We offer staff augmentation, IT recruitment, and managed services to enhance technical capabilities and deliver cutting-edge products for our clients. Building high-performance tech teams is our expertise!

Our founder team comprises seasoned entrepreneurs with years of experience in ideating and nurturing projects from their inception to successful exits. Having been on the other side of the business and building numerous startup and scale-up teams ourselves, we have personally witnessed the challenges associated with tech talent acquisition. We have a long track record of collaborating with Polish developers, drawn to their great skills and work ethic. Leveraging our technical expertise and our extensive network of both fellow entrepreneurs looking to scale their tech teams and talented developers, we ventured into the IT recruitment business. Since then, we've been steadily growing, committed to delivering the highest quality, ethical practices, and long-lasting value to our clients.



WHY

Why Staff Augmentation

Eliminate lengthy recruitment processes

Gain speed by onboarding ready-to-work external talent, without spending time on the time-consuming steps involved in traditional hiring

Scale your team fast and remain in control

Efficiently adjust team size and resources as needed while maintaining oversight and management of the augmented team's activities

Get access to broader talent pool

Tap into specialized skills and expertise from external professionals who may not be available within your company's existing team.

Leverage cost flexibility

Optimize expenses and avoid fixed overheads associated with traditional in-house hiring.

How we work

Our process is designed for your convenience. With no upfront payments, we adapt to your requirements, conduct interviews, present technical tasks, and empower you to make informed decisions. We then facilitate a seamless onboarding process and continue to provide ongoing support.

Your success, your control - we're here to make it happen!

Gain access to top-tier tech talent with risk-free contracts prioritizing your needs.



Staff augmentation is not just about adding hands to your team; it's about adding value to your projects, all while building lasting relationships and in remaining in control.

Georg Parth

Co-Founder, Superdevs

Let's start now! →

Get in touch, learn about the teams we have built and let's hit the market!