

StrongBox Data Solutions Hires a Band of Gorillas to Help Deliver a Modern Customer Experience

Companies across all industries are searching for ways in which they can store, manage and access their data in a secure, compliant and cost-effective manner. StrongBox Data Solutions (SBDS) offers StrongLink®, an autonomous data management solution for managing data and heterogeneous storage across local, network, and cloud storage. Today some of the world's largest companies in 17 different industries rely on SBDS to protect and manage their most important data.

NEARSHORING TEAM TO MEET EVOLVING BUSINESS REQUIREMENTS

In addition to core development and product teams, SBDS has a Customer Experience team led by Erik Murrey. This team works with customers throughout the pre- and post-sales process, to manage all of the ways in which the customer interacts with their products. When Erik needed additional technical resources to develop critical customer-facing product features, he wasted no time in hiring Gorilla Logic.

Prior to this, Erik had relied on a team of geographically dispersed contractors and employees. Working in different time zones, this blended team lacked the flexibility and cohesiveness that Erik needed. Based on his previous experience working with Gorilla Logic, Erik reconfigured his existing team to include a band of Gorillas.

AT A GLANCE

INDUSTRY

Information Technology

COMPANY SIZE

Mid-size enterprise

PROJECT SUMMARY

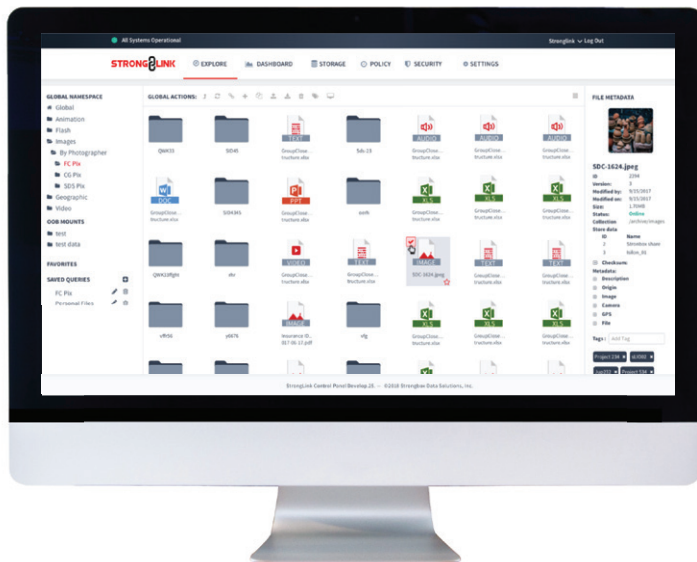
Gorilla Logic partnered with StrongBox Data Solutions' Customer Experience Team to develop critical customer-facing features for their data and storage management solutions.

PRIMARY TECHNOLOGIES

- Angular 5
- Python 3
- MySQL
- MongoDB

"It would've been easy to continue investing in internal staff or additional U.S.-based contractors," Erik recalls. "While cost was a consideration, the bigger issue was the need to have a cohesive, co-located team that offered the flexibility and efficiency we needed. The Costa Rica-based Gorillas provided all of that, plus a readiness to collaborate with my existing team."

Erik appreciated that Gorilla Logic worked with him to identify and onboard Gorillas with the specific skill sets he needed. Erik started with a limited team in Costa Rica who were fluent in Python and Angular development. As Erik's project goals and technical requirements evolved, Gorilla Logic readily assisted him in expanding his team with more developers, a UI/UX Designer, Scrum Master, and DevOps Engineer.



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Erik Murrey,
Vice President of Customer Experience
StrongBox Data Solutions

AGILE EXPERTS FOCUSED ON THE CUSTOMER EXPERIENCE

Use of the Gorilla team as a complement to the SBDS core development organization assisted the company's agility in meeting customer requirements. By being agile, Erik and his team can respond quickly to customer feedback – rapidly adapting to changes to deliver additional enhancements and integrations to meet individual user needs.

"People often view offshore and nearshore resources as 'bodies on code,'" said Erik. "I view the Gorillas as an extension of my existing resources and encourage them to use their creativity when working on product architectures," he said. "The Gorillas drive how the user side of the product evolves. They are deeply involved in how our solution capabilities are delivered to our customers, as well as how issues are solved internally."

FACILITATING THE CUSTOMER JOURNEY

Erik notes that having a dedicated team of Gorillas on board to focus on customer experience, "has enabled the customer side of our business to really accelerate."

"Companies often get stuck when engineers build a product and then try to sell it," Erik notes. "SBDS is different. We are set up to continually align the way our product is used with the customers' expectations and needs."

Based on his conversations with SBDS's sales leaders, Erik reports that prospects who witness a product demo clearly understand the value they can derive from it.

"With the addition of the Gorillas, our team has been able to take the complexity and technicality out of the sales process by delivering a really good user interface," says Erik. "When the customer relates and connects to our products, it gives StrongLink an edge."

ABOUT GORILLA LOGIC

Gorilla Logic helps Fortune 500 and SMB companies extend the benefits of business agility to large scale and distributed environments. Our Agile Gorillas successfully align teams, processes, and technology to drive innovation, profitability, and growth. With a robust team of SAFe®-certified developers, Gorilla Logic is uniquely qualified to implement complex, full-stack Agile development initiatives and train client teams in SAFe® best practices. We often serve as Release Train Engineers and engage in Remote PI Planning sessions across multiple geographies. With offices in the United States, Costa Rica, and Colombia, Gorilla Logic helps clients gain competitive advantages to achieve results faster.

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