



Creed

How Creed Interactive Exceeded Expectations Dramatically in One Year *And Went to the Next Level*

Case Study

1



CLIENT

Creed Interactive is a web design company that **provides digital solutions to support businesses** with their strategy, web design, and web development endeavors. Formed in 2007, the company's core values of ingenuity, dedication, and mutual respect pervade **when providing clients with senior-level talent**. Creed Interactive has worked with companies across the US on projects including **open-source content management systems, web applications, e-commerce platforms, and other custom projects**.

2



CHALLENGE

To meet the demand for their digital solution services, **Creed Interactive** needed to **increase the size of their development team**. But using **the offshoring model was impractical** for their situation. They struggled to make day-to-day work efficient because of **scheduling conflicts caused by being in different time zones**. They needed to find another solution. **They needed nearshore devs**.

3



EXECUTION

Jobsity's nearshoring model gave Creed Interactive **three expert developers from a roster of the top 3% of IT talent across Latin America**. They performed at the same level of proficiency as onshore devs but for a cost affordable price. This solution also **helped avoid the time zone conflicts that came with offshoring**.

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IMPACT

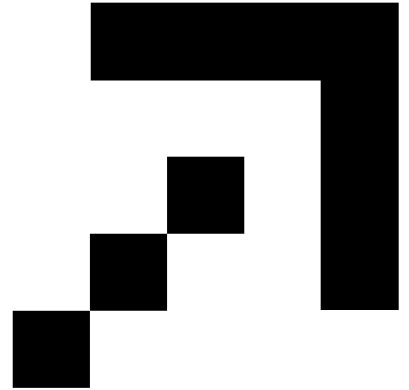
Creed Interactive was able to save on hiring costs with the nearshore model. **This gave the company the chance to add more Jobsity devs to the internal team than originally planned**. The enhanced team was able to meet the company's "just in time" needs and adapt to new challenges that came with scaling up. **This led to the team exceeding the company's expectations dramatically in one year—and helped take the company to the next level**.

The Client

Creed Interactive is a web design company that **provides digital solutions to support businesses** with their strategy, web design, and web development endeavors.

Formed in 2007, the company's core values of ingenuity, dedication, and mutual respect pervade when providing clients with senior-level talent.

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Expanded Growth Calls for Team Scaling

Increased demands for Creed Interactive's custom digital solutions have **caused the company to grow exponentially**. They've gone from a start-up to a more established company, an industry-leading business in the digital solutions field.

Creed Interactive realized they needed to **expand their engineering team** in order to prioritize projects that would facilitate this growth.

The company's executive, Sarah Leeth, shared that their team had been unable to consistently meet their

"just in time" project deadlines because the existing team was spread too thin. She knew the company had to **find quality team members as soon as possible**.



The Challenge

Creed Interactive needed help increasing its development team in order to meet the growing demand for its digital solutions services. But as they explored solutions, the company faced many challenges early on.

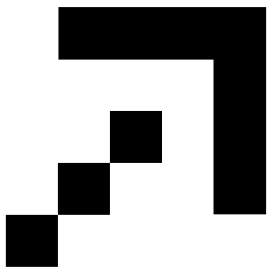


The Problem?

Offshoring fall short

Leeth had previously sought alternatives like **offshoring** to meet the heightened workforce demand.

Unfortunately, this option fell short.



Using offshore talent led to time zone incompatibility and communication issues—**making scheduling and day-to-day work more difficult**. The work hours of Leeth's US team rarely overlapped with that of their overseas counterparts. As engineering and development teams' depend on communication and collaboration for success,

Leeth and her team faced compounding challenges.

Add a language barrier to the mix, and offshoring became untenable. Instead, Creed Interactive would need **nearshoring**. Nearshore staff augmentation helped the company partner with **readily available, culturally aligned talent**.

The Solution

Ease of onboarding with Jobsity engineers

Once Leeth began working with Jobsity, she was immediately put at ease when she saw that Jobsity's **unique vetting and interview processes** were perfect for finding the exact talent she needed.

In about a year, she hired 3 Jobsity engineers to grow her team from 15 to 18 total

staff. Given that Creed Interactive was in the process of transitioning out of its startup phase this is an **impressive increase in today's hiring market.**

Unlike Leeth's experiences with offshoring, hurdles big and small were practically eliminated with nearshoring. Thanks to the **ease of**

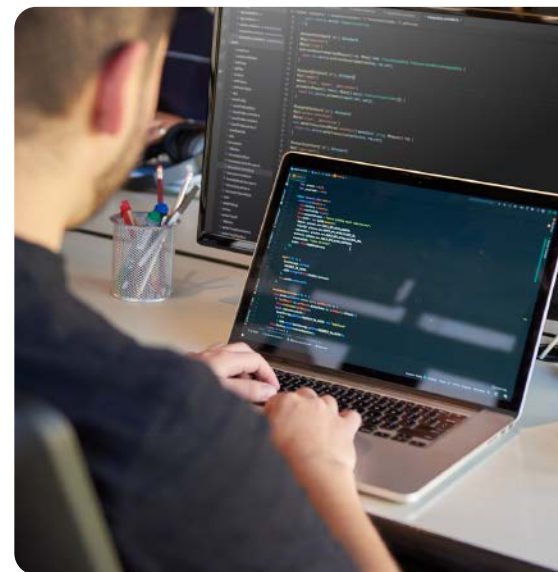
onboarding and the caliber of experience among Jobsity engineers, her newly blended team integrated perfectly. Leeth was able to focus on prepping the team for their next assignments rather than worrying about scheduling conflicts and communication delays.

Finding software engineers at favorable rates

In today's job market, it's tough for growing companies to source the talent they need—especially at a crucial moment of expansion. US software engineers in particular have notoriously high rates and expectations when it comes to compensation. But Creed Interactive was ultimately able to bypass this issue.

Reflecting on the new hires, Leeth said, "As we continue to scale we need reliable, affordable, and quality development team members, and Jobsity's team definitely exceeded our expectations."

With new nearshore talent added to her team, Creed Interactive now had **the capacity to tackle its full project scope.**



Hiring world-class talent and ultra-niche roles

Managers can have a hard time finding homegrown engineers with the knowledge and expertise they're looking for at reasonable rates. The world's tech giants normally pick up top talent quickly, which leaves other companies struggling to compete.

Jobsity solves this issue with its unique implementation of the nearshoring model. After a rigorous selection process, they provide clients with a **curated list of top-level talent** that has demonstrated success in the fields relevant

to the client's needs. For executives like Leeth, whose time is better spent on big-picture initiatives than it is in the weeds of hiring, having a shortlist of well-qualified candidates is key.

Leeth said, "Overall, we have been impressed by the Jobsity team members that we work with—**they are exceptional humans, wonderful teammates, and very talented developers.**"

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Sarah Leeth
VP- GM, Creed Interactive

The Results

Scaling for long-term success

Creed Interactive now had the resources to scale its team to meet the current and future demands for its services. The newly integrated team of top-notch engineers **was ready to undertake great projects.**

Leeth praised: "Overall our team **productivity has increased** as we have been able to promote some of our internal team members to take on more leadership roles by adding Jobsity staff."



Looking Ahead

In just one year, Creed Interactive's team evolved to meet new challenges. Leeth confirmed that she looks forward to using Jobsity's unique nearshore staffing model to **hire effectively and affordably** in the future.

Leeth shared the results of her company's partnership with Jobsity, noting: "Leveraging near shore talent has helped us improve margins, while still **maintaining excellent quality work by extraordinary talent.**"

We're proud to play a role in Creed Interactive's continued success as they can continue to provide digital tech solutions for others!

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Sarah Leeth
VP- GM, Creed Interactive

Discover The Jobsity Difference

Jobsity handpicks international **top-notch developers** to meet its clients' unique needs.

Our nearshore developers have the expert knowledge necessary to help your team achieve ambitious goals and accelerate your digital transformation—all at a fraction of the cost of in-house talent and with retention rates twice those of North American firms.



Why Nearshore?

1

Communication: We keep in touch



We live and work in (or near) your time zone and integrate seamlessly with your in-house team. We're always available to quickly hop on a Slack channel, respond to an email, or jump into a video chat.

2

Alignment: We share your culture



We're an international team of tech nerds who balance razor-sharp workplace efficiency and attention to detail with a love of great friends, food, and fun.

3

Improvement: We're always learning



We're not content to sit on our hands and coast on our accomplishments. We constantly strive to improve our skills and add value for both clients and employees.

4

Retention: We stick around



The average Jobsity developer stays at the firm for over three years (above the industry average), enabling long-term productive relationships with your team



Hire the top 3% of developers in Latin America

Learn more and contact us today

