

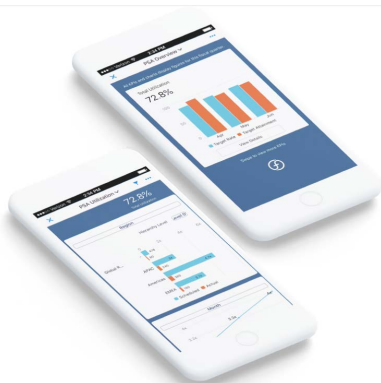
Built on the Salesforce Platform, FinancialForce is the only ERP that gives a complete, customer-centric view of a business. It enables an organisation to align sales, services and finance teams around a single customer record. FinancialForce ERP has also emerged as the number one professional services automation solution. The solution has been listed on the App Exchange for more than a decade.

The Challenge

After achieving initial success in the market, FinancialForce had aggressive plans to enhance its solutions across multiple dimensions and emerge as a dominant ERP in the Salesforce ecosystem.

It needed to grow the size of the engineering team significantly and required talent that had proven Salesforce and product engineering skills. As an ideal situation, they also wanted the flexibility to grow or shrink the team depending on where they were in the product life cycle.

However, the only way to achieve this in a traditional model would be to use consultants, which would require a significant level of expenditure.

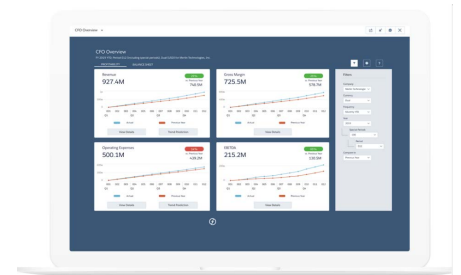


The Solution

FinancialForce had acquired the very initial version of their professional services automation solution from Appirio. Appirio was already using Metacube as part of their engineering team and gave excellent feedback about them to Financialforce. Financialforce subsequently decided to experiment with a small team of six engineers in Metacube to evaluate the effectiveness of leveraging a remote team in India. The experiment was highly successful, and the team has now grown to 80+ engineers.

The key foundation underlying this success has been Metacube's deep experience in product engineering coupled with more than a decade of experience on the Salesforce platform. Metacube has time and again exhibited its ability to deploy teams that can deliver successfully in an ever-evolving technology landscape.

Metacube today is an integral part of Financial Force's engineering team and plays a significant role in delivering the products. The partnership also offers additional benefits of being cost effective and flexible.



The Result

Metacube has established self-sufficient Agile teams that work in a collaborative way with the onsite Product Owners, UX Designers and Documentation Writers to deliver feature enhancements for Financialforce's various AppExchanges Products.

Importantly, the delivery being made by the Metacube teams is comparable with those of in-house teams in terms of quality and quantity. This set-up has enabled FinancialForce to scale their engineering capacity quickly with the required quality, flexibility and cost effectiveness.

"The service provided by Metacube has allowed us to expand our engineering capacity to match our rapid growth without compromising on our quality. Their team has become an extension to our development team and as a business this allows us to stay ahead."