



INGENO

LASTING STRATEGIC PARTNERSHIP



**INSIDE
SALES
.COM**

INDUSTRY

BIG DATA AND PREDICTIVE ANALYTICS

ENGAGEMENT

PERFORMANCE, PLATFORM, DEVELOPMENT, AUTOMATION

TECHNOLOGIES

JAVA, TEMPERAL NOSQL DB, JENKINS, BAMBOO, RUNDECK

In 2015, InsideSales acquired C9 who is a Silicon Valley based leader in the eld of predictive sales and marketing data. Through its Software as a Service (SaaS) solution, HD Forecasting solution enables leading companies such as Yahoo!, Pitney Bowes and Google to drive predictable growth with large volume data feeds from providers like Salesforce.com and Microsoft Dynamics.

DIAGNOSIS

The success of C9 resides in its ability to efficiently consolidate a massive amount of data from multiple sources into a single repository for advanced analysis that will drive powerful predictive models tailored for each customer.

Operating in a world of Big Data and complex algorithms, C9 was facing important performance challenges. In January 2013, senior engineering management called upon INGENO to assist in operational issues and plan for growth. The INGENO team worked diligently to eliminate critical performance choke points and other potential bottlenecks. Important improvements of up to 50% on several download processes and up to 70% on database requests are achieved over a short period of 5 months.

RESULTS

PLATFORM PERFORMANCE
AND STABILITY

DEVELOPMENT VELOCITY
AUTOMATION – CI & CD

“The Ingeno team demonstrates a true Silicon Valley mindset of innovation and leadership who significantly improved the robustness, performance and scalability of our solution.

We truly see Ingeno as a part of our dev team at InsideSales being our Quebec team and not just as outsourced “



David Thompson,
VP Engineering,
InsideSales

MOVING FROM PERFORMANCE ISSUES TO VELOCITY AND QUALITY

In June of 2013, C9 entrusts INGENO with the development of the next version of its Analytics Engine. C9 also appoints an INGENO specialist to its application stack team. Over the next 12 months, the collaboration between C9 and INGENO leads to several benefits. The team focus is not only to provide new functionality but to review and improve foundation elements to insure stability, optimize use of resources such as memory and CPU and increase overall availability to customers. The team was able to also focus on reducing the backlog of improvement requests and have a direct impact on C9's key customer satisfaction. Improved stability and code reliability lead to a sharp reduction of disruptive production emergencies, in turn allowing more focus on quality and an increase in development velocity.

GROWTH AND SCALE VIA INTEGRATION AND AUTOMATION

Today INGENO continues to play a key development role including the automation of the integration and deployment processes, and the high availability re-architecting of the platform. C9's leadership team is also leveraging INGENO's experience to lead a transformation of the development process itself to implement a true shift of the entire development lifecycle towards a more agile approach, Test Driven Development (TDD) and Continuous Integration will yield higher quality code and more efficiency from the early development stages to the delivery into the Production environments.



Looking for a software
development partner ?

Get in contact with us by
writing to info@ingeno.ca or by
visiting ingeno.ca

INGENO is successfully driving innovation with many North American companies and extending development teams at **InsideSales** (CA & UT, USA), **JDA Software** (AZ, USA), **DriveScale** (CA, USA), **Halogen Software** (ON, CANADA) with turn-key DevOps delivery at **Athlex** (QC, CANADA) and **Opération Nez rouge** (QC, CANADA).