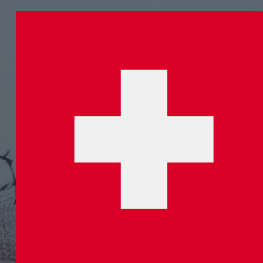




Ukrainian Development
Western Management
Global Delivery



Swiss InsurTech Company Finds Its Remote CTO In Ukraine

CLIENT OVERVIEW

Mobilunity has been working with esurance since 2017, providing reliable dedicated developers, who have become a natural extension to their company.

As an insurance broker that connects small businesses with insurance companies as well as with business solutions providers, esurance was able to launch an effective digital solution for their clients, that streamlined organizational processes and completely eliminated the need to work with paper documents.

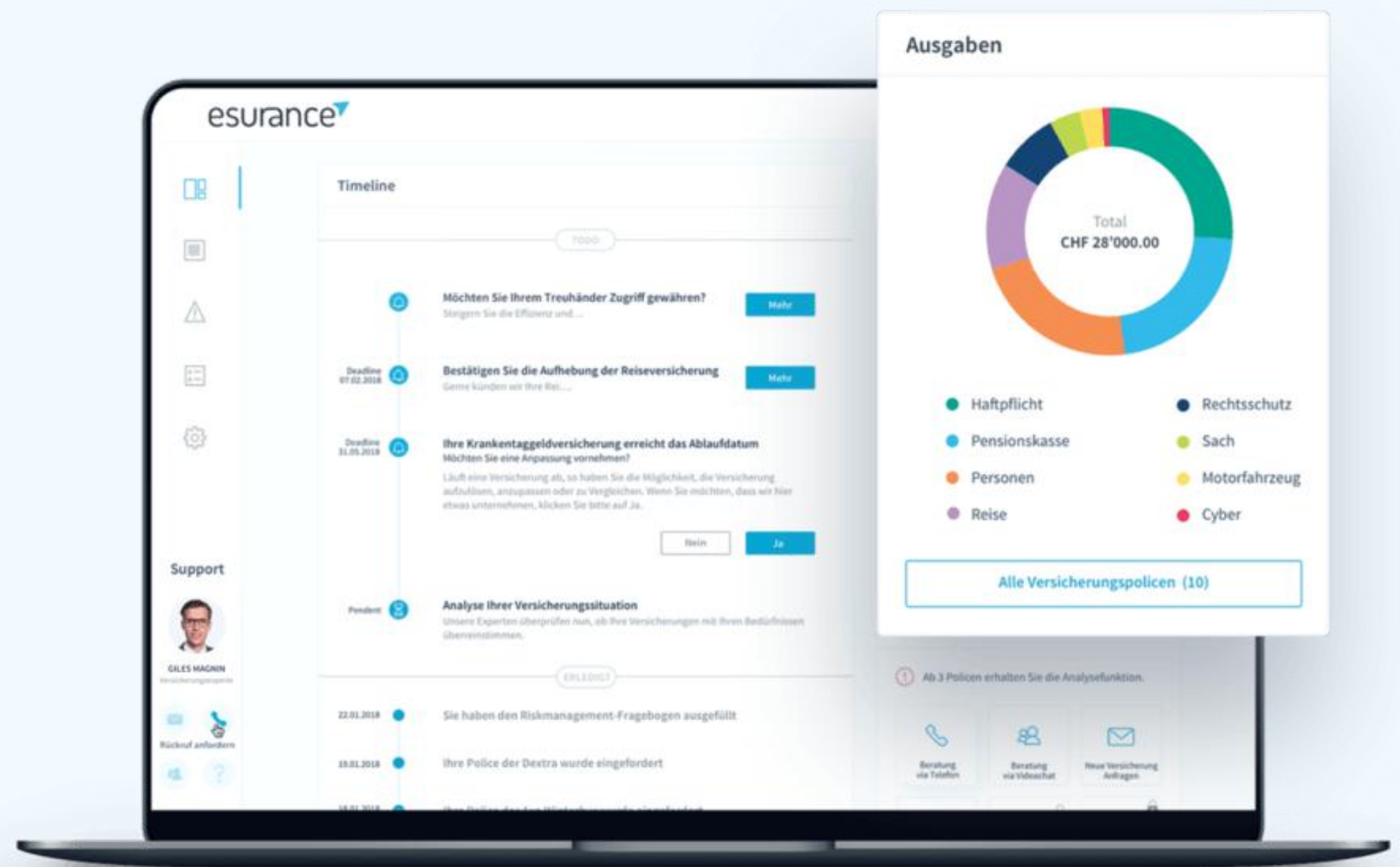
The project proved successful and was able to drive business growth. In 2018, the project needed to scale up, and it was up to Mobilunity to provide additional resources.



esurance[✓]

dein versicherungsguide

esurance is one of the fastest growing insurance brokers for SMEs. It was founded in 2013 in Switzerland to make insurance for companies simple, transparent and digital. It operates a digital insurance platform with specific industry solutions and takes over the administration and coordination of insurance matters, for example in the event of a claim.



PRODUCT

Online insurance brokerage

WEBSITE

www.esurance.ch

COUNTRY

Switzerland

PARTNERING WITH MOBILUNITY SINCE:

January 2017

MEET ALEX,

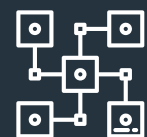
REMOTE ESURANCE CTO

As a fast-growing company, esurance needed a person who could lead the technical processes and usher esurance into the next stage of their development.

Alex, a Scrum Master sourced for the team by Mobilunity in 2017, with over two years of experience working with esurance and over nine years of experience in the IT industry, had in his toolbox of skills numerous technologies, including:



PHP



Distributed Systems



Docker



Microservices



SOA



Go



Kubernetes

All of which made him the perfect fit for the position.



In 2017, Alex started dipping his toes in project management at esurance. In parallel with PM duties, Alex also fulfilled technical leadership responsibilities, spending around 70% of his time dealing with code.

In just nine months, Alex became esurance's CTO. He is now responsible for overseeing the development and implementation of large IT solutions, strategies, and architecture.

He is also very hands-on in working with Mobilunity's recruitment team on people management issues, especially retention programs to keep the most highly skilled IT talents.

“

In my estimation, great HR setup is one of the main contributors to the overall performance of the company. It has always been one of our top priorities. Flexibility and responsiveness of Mobilunity combined with qualified research and recruitment helped to build an exact setup we need.

”



Alexander Klimenko
CTO at esurance

CHALLENGES AND SOLUTIONS

NUANCED SCALABILITY

Beyond just hiring additional resources to increase the talent pool, Alex's team had to ensure that the dynamic nature of the teams structure preserved solid relationships among its members.

Maintaining the culture of the team while onboarding new resources, all while fostering a healthy work environment is a lot for one person or company even, to manage.



TEAM EXTENDED AND REORGANIZED

In order to carry out Alex's long-term plans for the organization's HR operations, 14 senior specialists were hired by Mobilunity to help him with strategy implementation.

Currently, the team has challenged and demolished hierarchical barriers within the organization that proved counterproductive to its employees.

In order to scale the team with needed resources and within the needed timeframe, Alex started developing the work culture, where instead of levels, the roles and responsibilities are clearly defined and matter. The focus should not be on hierarchy but on well-defined roles.

Now the team is composed of the following roles:

- A Scrum Master responsible for making sure all members adhere to the agile process
- Two Scrum teams
- Alex, serving as both CTO and Architect

By following Alex's vision, teams no longer rely on a chain of command. Instead, each of his teams is self-organized and self-sufficient.

The team also developed a highly effective HR strategy, where they facilitated great team culture, effective communication channels, and the proliferation of the goal-driven mindset across teams, and moved from a highly hierarchical structure to a role-driven one.

Due to this strategy, Alex's team members feel that they are part of the organization and are key contributors towards its success.

A photograph of four men in an office setting. They are standing in a line, looking at a large monitor on the right. The monitor displays a complex software interface with various charts, tables, and text. The man on the far right is wearing a white shirt and glasses. The other three men are wearing casual shirts. The background is a plain office wall.

CHALLENGE

IT STRATEGY IMPLEMENTATION

IT operations are a complex ecosystem, and Alex had to strategize on top of all its complexities and make important technical decisions.

Such decisions went through meticulous auditing processes by third parties. Alex's IT implementation strategy had to be such that big results were felt before the end of the year.



“ It was not easy to find a CTO in Switzerland, therefore we decided to look for candidates who would work on site with our remote dev team. Looking back, it was a very good and reasonable decision, but in the moment we were quite hesitant. We had to pick the right person, who was not only skillful but as well committed for that kind of responsibility. That as well took time and once we had it, we had to build a strong relationship and be transparent on almost everything, so that he could make the right decisions. Engaging with a remote CTO is not a walk in the park, but for us, after 2 years we can say that it makes perfectly sense.

”

Giles Magnin,
Founder and CPO at esurance

SOLUTION

COMPANY GOALS ACHIEVED AND STRATEGY IMPLEMENTED

One of the things Alex had to ensure as esurance's CTO was that his approach towards business development and views towards business team culture jived with those of Giles, Chief Product Officer at esurance. As a result, the development strategy within esurance was implemented properly across teams.

Alex made sure that every member of his team knew and understood the organization's goals and vision, and took it within themselves to imbue those goals into their everyday work.

While esurance's CEO set the general direction of the company, Alex paved the way towards achieving these goals by setting out the steps and measures taken towards achieving them.

Alex had shown competency and talent in developing broad and complex strategies that enabled the team to achieve their goals.

CHALLENGE

EFFECTIVE TEAM MANAGEMENT

Alex's team consists of 14 developers spread between 2 scrum teams, and where he still fulfill development roles.

Switching between coding, documentation, and team management can take a toll, and it is important to develop an effective team management strategy to ensure success.

SOLUTION

TEAMWORK COOPERATED HARMONIOUSLY AS A CLOCK

The team carries out two weekly status checkpoint meetings with the team in Switzerland to ensure that both groups are constantly on the same page. Alex also holds weekly meetings with the CEO of esurance where progress is shared, questions are answered, and issues are resolved. In addition, Alex holds weekly meetings with all of his team members.

In this way, communication across the teams has become highly effective. No questions remain unanswered and no issue remains unresolved for more than one business day.

Every 6 weeks, Zurich sends its product team to Ukraine to work closely with Mobilunity's provided dedicated development team.

“ Here in Mobilunity, we create an atmosphere that encourages the employees to evolve their skills and work on the project for a long time. Also, we provide our clients with the freedom of choice to develop employees in the necessary direction. Our main goal is to make everyone happy. ”

Kateryna Petrovskaya
Resource Manager





CURRENT OUTCOME

esurance has successfully scaled the development team in Ukraine with high-level programmers sourced by Mobilunity.

The support provided by Mobilunity helped Alex to become a CTO and exhibited effective leadership with visible results, and he remained motivated to achieve great results with a new strategy despite daily challenges.

esurance has undergone dramatic changes in its strategies for operations towards achieving its business goals, and for this, Alex's technical leadership and his team played a very critical role.

Having tight coordination between CTO and the development team, for instance, has been proven to result in great outcomes. If your organization has a dedicated team staying in Ukraine, it's also important to have a technical manager to facilitate this effective coordination and lead your team.