



# Japanese award-winning online music service

boost's its team with  
Mobilunity talents



## PRODUCT

Vinyl Music Service

## TECHNOLOGIES

Ruby on Rails, Javascript, React.js

## WEBSITE

<https://qrates.com/>

## TIMEFRAME

since February 2020-now





## ABOUT TDMS PRODUCT

# Qrates vinyl music service

A music service for vinyl records called Qrates is a product of TDMS which helps independent musicians and artists around the world by supporting the process of releasing their work in analog vinyl format and delivering it to their fans, providing an opportunity for direct communication with the audience. It is a service that seeks to deliver the value of providing one's creativity to the world while making it possible to earn profits.



While offering a cutting-edge online service, Qrates uses a crowd-funding methodology to address inventory risk issues. The TDMS operations team handles issues like shipping problems and communication with certain record manufacturing factories. As a result, the artist can focus on creating and interacting with fans because they won't have to worry about all the problems. TDMS team consisting of enthusiastic members provides top-level services for their customers. Thus they were looking for such passionate individuals as they are and this is where the collaboration with Mobilunity started in 2020.





## TDMS expands its team and chooses Mobilunity as Staff Augmentation Vendor

Along the way, the TDMS team realized that their current development resources are not enough and since they had an unsatisfying experience with local development companies one of the board members of TDMS came up with an idea to try a Ukrainian development company as a cooperation option. The next advantages of the Mobilunity services model became the crucial reasons for our client to start building an offshore development team with Mobilunity:



Availability of solid communication support  
(Japanese translation, interpretation support, etc.)



Lower cost of recruiting services compared to the  
Japanese outsourcing market



Favorable conditions of labor law which allow  
hiring fast



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*Mobilunity's account manager and recruiting team asked in detail about our situation and accurately grasped it. They looked for applicants one by one and offered ideas, both of which were quite useful. There is no one in charge of such recruitment efforts in a small business like ours. Such processes would be expensive to outsource to Japan, yet Mobilunity conducted accurate and efficient recruitment activities without costing us anything. When we started considering cooperation, I didn't see much merit in this regard. And when we did start, I think this was one of the factors that led us to continue*

 **Yong-bo Bae, CEO, TDMS**



CHALLENGES AND SOLUTIONS

Mobilunity's team in action

The first big goal our client wanted to achieve with a new team was to release the renewal. Unfortunately, at the time of release, there was a quality issue that often caused major troubles. Thus, enhanced with Mobilunity's dedicated team, TDMS has taken the next steps:

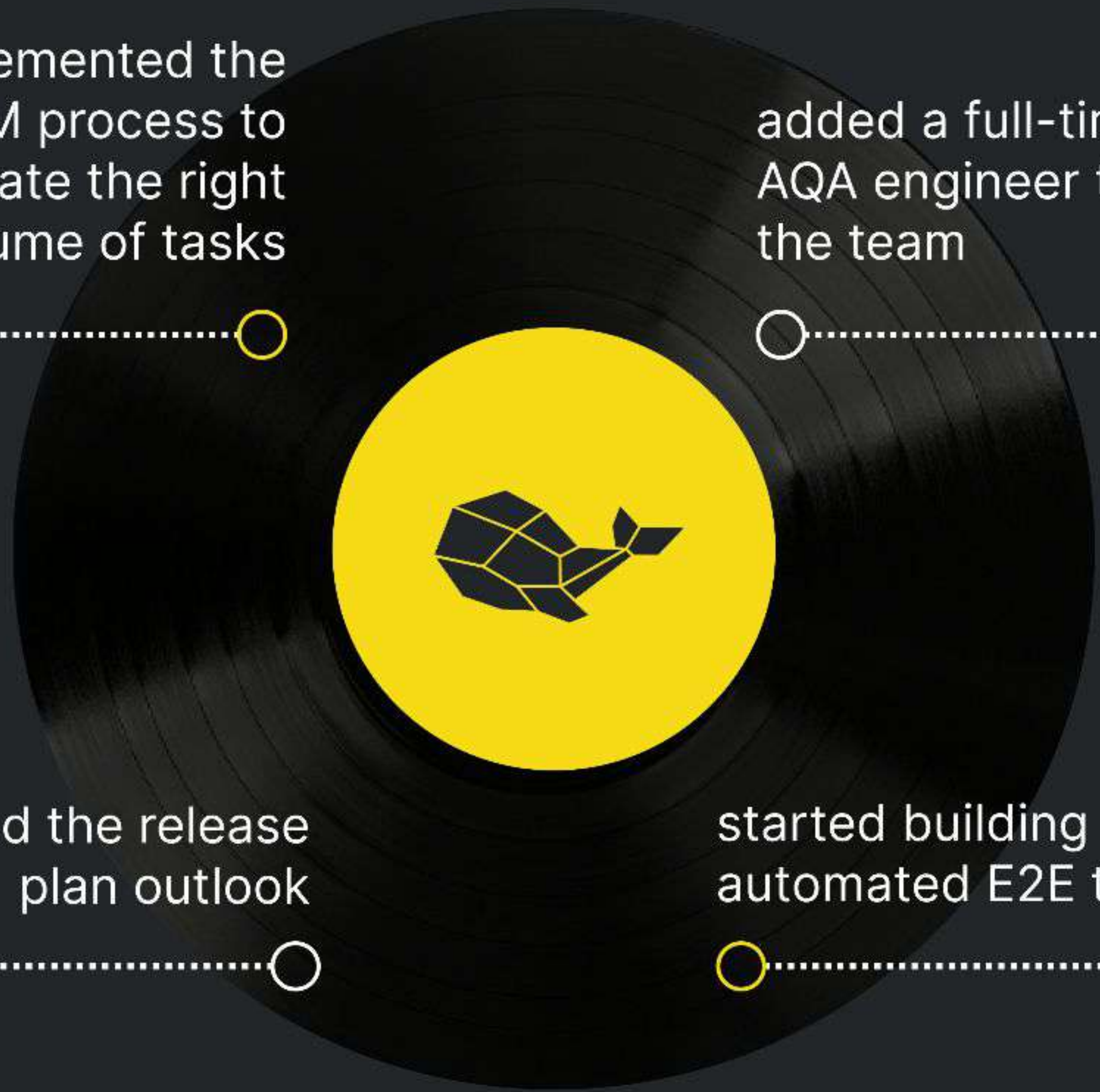


implemented the SCRUM process to estimate the right volume of tasks

added a full-time AQA engineer to the team

improved the release plan outlook

started building automated E2E tests







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*Before Mobilunity helped me create a dedicated development team, I was only working alongside a single part-time independent engineer. Along with the ongoing maintenance of the product, we were adding features needed for expansion. Given the length of the period, there was a significant amount of technical debt that needed to be renewed on a wide scale, according to*

 **Jun Komatsu, CTO, TDMS**





To make the project successful TDMS expected to make the renewal while building a system of 2 to 3 full-time engineers, refactoring and expanding test code to eliminate accumulated technical debt, while they were thoroughly getting to know the product code base

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*It was the first time to build such a system, and honestly, it was completely unknown how far we could go. So we can say, what actually happened was a big success. Although we were able to build a good development team to achieve the renewal without major problems. And we managed to cope with all the obstacles*

 **Jun Komatsu**, CTO, TDMS