engagementlabs

Case Study

Polcode becomes a true extension of the Engagements Labs team

Project **Key Facts**
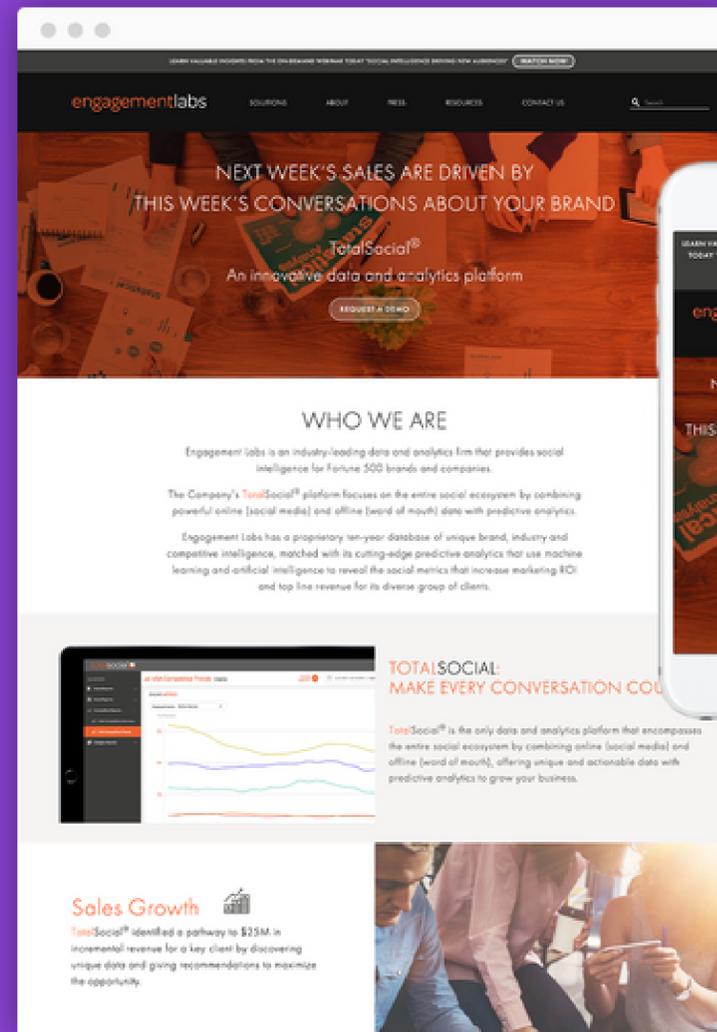
ENGAGEMENT LABS BUSINESS BENEFITS

Seamlessly extended IT team with a senior back-end developer, senior front-end developer, and a project manager assigned to ensure smooth collaboration.

Offered flexibility when development workload was sporadic and Engagement Labs needed developer resources during crunched timelines.

Ensured information security, keeping SLAs intact and proprietary algorithms separate from our developer environment, while still being able to fully develop features around the data produced.

Fixed long-term bugs that eventually resulted in the client being able to maintain their development lifecycles without extension after over a year of collaboration.

Lowered total overhead costs by providing senior developer talent on a monthly project basis rather than hiring full-time talent.

Polcode Services Used

→ **Team Extension**

→ **Web Development**

→ **Maintenance**

→ **Code Review**

→ **Version Upgrades**

TECHNOLOGIES:

Symfony redis MySQL 5.x BACKBONE.JS Marionette

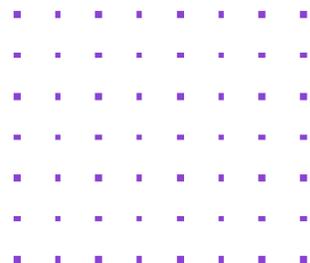mongoDB jQuery write less, do more. UNDERSCORE.JS Sass

Polcode becomes a "true extension" of the Engagements Labs team

When a developer team's workload becomes intense, Polcode's team extension model helps firms quickly access talent by saving time and cost from in-house hiring. This flexibility allowed Engagement Labs to develop and maintain their social analytics platform TotalSocial® without delays. For over a year, Polcode stepped in on-demand during intense timelines with senior front-end and back-end developers who easily integrated with their daily workflows and technologies used.

Engagement Labs (TSXV: EL) (OTCQB: ELBSF) is an industry-leading data and analytics firm that provides social intelligence for Fortune 500 brands and companies. The Company's TotalSocial® platform focuses on the entire social ecosystem by combining powerful online (social media) and offline (word of mouth) data with predictive analytics.

Polcode helped them develop their TotalSocial® platform, a one-stop hub that combines both online and offline data with predictive analytics tools. Their proprietary machine learning engine needed a user-friendly web UI to visualize the results of their analytics engine. In addition, rapid progress was needed on the back-end to optimize database performance as their data collection and customer usage grew.

Our responsibilities were to develop their **front-end UX and maintain, review and fix errors—all while adding new functionalities to the existing system**. Throughout the project's lifecycle, Polcode provided one senior front-end developer, and another senior back-end developer as an extension of the Engagement Labs' team.

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> During our time working together, Polcode operated like a true extension of our team. **Easy to work with, and top quality work.**
>
> **Head of Product,** Engagement Labs

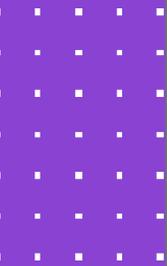## Our expertise was used for the following project goals:

Develop TotalSocial UI with the latest UX practices and design trends for the web that performs across all browser types.

Data visualizations on the web which help users make sense of their incoming data streams at-a-glance.

Evapro API, the backend of a web application grabbing data from a provider, which was subsequently stored in MySQL and MongoDB.

Firehost Data Provider was a main source of analytical data, with huge amounts of data stored within an Apache Cassandra database

Maintaining information security. Polcode never had direct access to internal operational schemas or the algorithm assessments generated by Engagement Labs. We used only an API to download selected statistics and present them in the user panel. Access to databases and Data Provider was made possible only through the Engagement Labs VPN.

Augmenting IT Staff with
Team-Driven Developers

Polcode staff always prioritizes adapting to the tools, practices and workflows of the team we're extending. It sets up success for cooperation in the long-run and with Engagement Labs, our partner dynamic ran as if we were already a part of their in-house dev family.

Engagement Labs has an established in-house technical team, so it was important that any remote developers were highly capable of working together—not just in terms of technical know-how, but also familiar with the best communication and collaboration tools to make work go smoothly.

Polcode interacted with Engagements Labs over their Slack channels for day-to-day developer tasks, integrating with people as if they were part of the internal team. Reviewing commits and pull requests were all done through Github. Engagement Labs also used a customized Agile project management software to manage workloads, under which Polcode developers easily onboarded:

> " Polcode picked up our Agile project management software instantly, **even though they hadn't used it before.** Their team augmentation worked as seamlessly.
>
> **CTO,** Engagement Labs

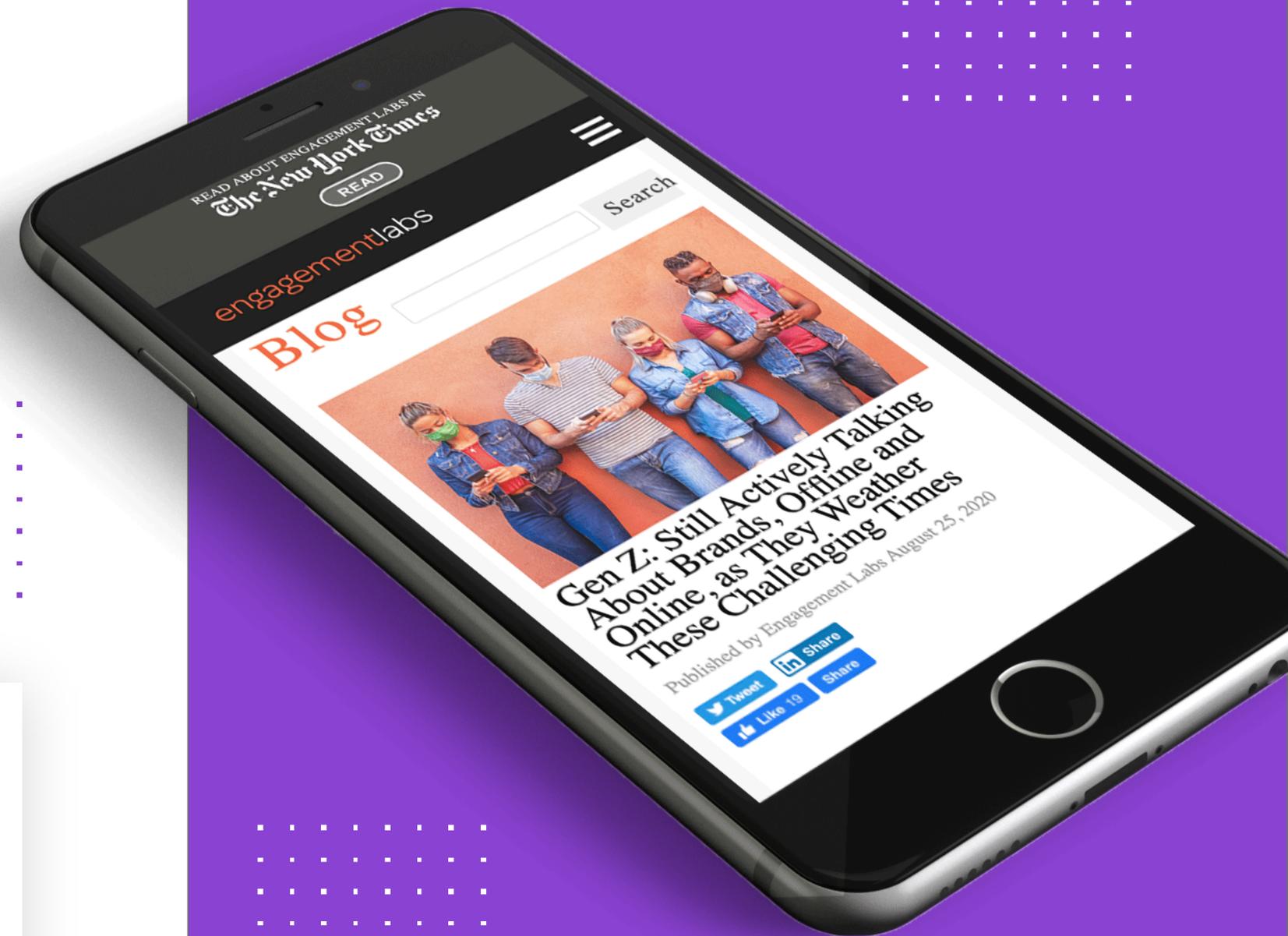# Building the **Social Media Listening Platform**

From the front-end, The main functionality of the website is browsing various types of charts with statistics and data of interest to the user. Currently, there are several types of charts presenting the data of individual brands or categories to which they belong.

1. SOCIAL LISTENING FOR BRAND

2. BOTH ONLINE AND OFFLINE SOCIAL LISTENING AND THEIR CHANGE OVER TIME

3. BRAND OVERVIEW CHARTS

4. VISUALIZATIONS

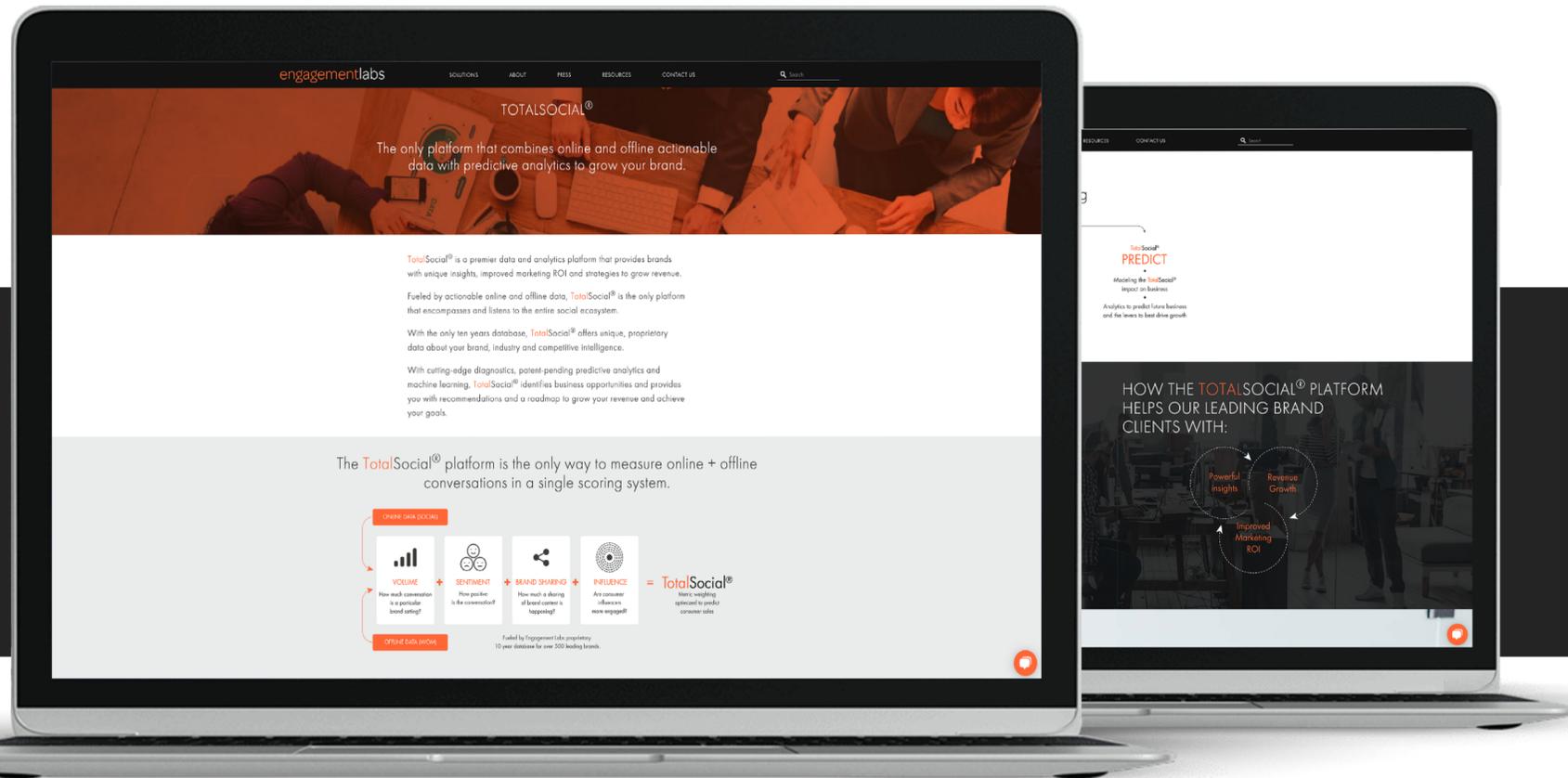# Ensuring **Information Security** While Outsourcing

To ensure information security on both ends, Polcode's remote team extension worked primarily through an Engagement Labs VPN when accessing systems and stayed abstracted from the algorithms and analytics technology by calling the client's prebuilt API.

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After a week of the major Symfony 4 update, we still did not experience any issues usually involved with upgrading versions. That is a testament to Polcode's quality and work standards. We have been nothing but impressed!
Thank you for being so easy to work with all along, thorough and diligent in your work. It's been a pleasure.

CTO, Engagement Labs

Polcode developers never had direct access to internal operations, algorithm schemas, or environments which housed the client's proprietary technology.

Let's Talk!

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POLCODE
DEV TEAM

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★★★★★