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*Through Arkenea we found listening ears, caring hands and honest professional people who aptly identified our challenges and resolved them brilliantly!*

- NABIEH SALIM  
Co-founder, Facetug



## THE RESULTS

# 40%

Reduction in  
app development time



## INSTANT ACCESS

to top IT talent and code  
ready resources



# ZERO

Deadlines missed



# 2x

Cost reduction in  
IT recruitment



## CASH RUNAWAY

For Marketing & Sales



INDUSTRY	Technology
EMPLOYEES	25-50
LOCATION	Dubai

## How Facetug Reduced App Development Time by 40% with DaaS

### THE BUSINESS CHALLENGE

Facetug is a Social Networking app for iOS. The client had a brilliant product idea but was taking longer than planned to build and ship the product. Running behind schedule, time bound and missing product deadlines, they needed help with faster product iteration. Determined to turn the situation around, Nabieh Salim, Co-founder of Facetug met Arkenea.

### SOLUTION

When Nabieh met us, he told us how he wanted a cost-effective and instantaneous solution for Facetug. That's when we introduced him to the **Developer As A Service (DaaS) model by Arkenea.**

Here's how Facetug fast-tracked app development with DaaS.

**Understanding Requirements:** We conducted standups to get an in-depth understanding of the client's product requirements, features, design, app workflow, and technologies used. We simultaneously studied their target audience, competition landscape and shared market insights during our discussions.

**Choosing the right resource:** We skimmed through our vetted talent pool and handpicked few of our skilled software developers that best complemented Facetug's project needs. They were further personally interviewed by the client to select the right fit.

**Orientation:** We conducted a comprehensive orientation program to help developers understand product details, scope of work, timelines and client's expectations.

**Idea to Implementation in < 6 days:** Once the orientation program was completed, our developers started working on the project with immediate effect. They were dedicated resources for the project and were closely aligned with the product roadmap and goals.

**Value added ecosystem:** Backed with 10,000+ hours of coding experience in iOS and 150+ project insights our developers were a value added ecosystem for the Facetug team.

**Remote working simplified:** Since the teams were widely spread, we used Telegram and Skype for instant communication and file sharing. The product architecture and source code library was committed, pushed and maintained on GitHub.



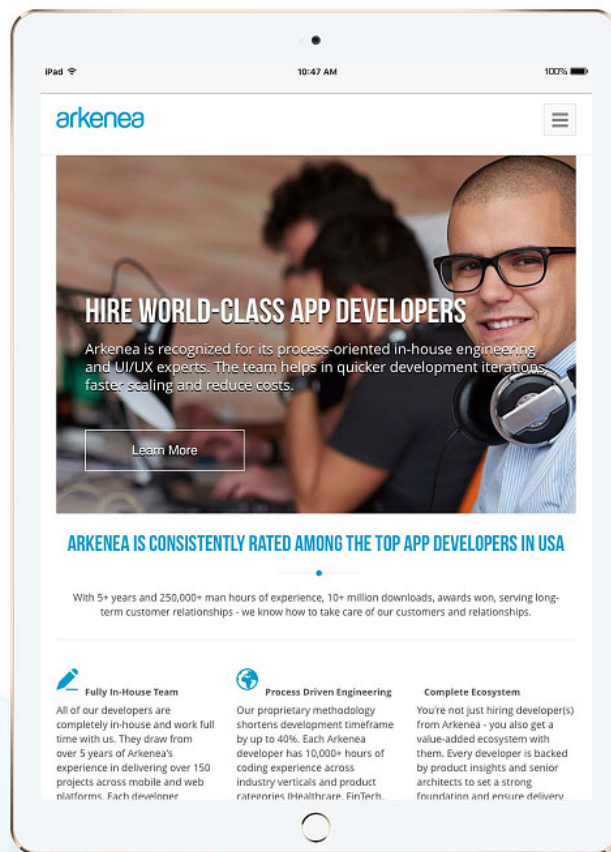
# Hire World-Class App Developers

Fully In-House Team - Process Driven Engineering - Value-added Ecosystem

## CONTACT US

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