



6sense Scales Front-End Development to Meet Growth in Market Demands

With clients including Dell, IBM and Cisco, 6sense is on a mission to empower marketing and sales teams with 100 percent visibility into buyers. The company's predictive intelligence platform takes intent data, including structured and unstructured data, and pairs it with internal information, such as CRM data, to show when a customer is ready to buy before they even show outward signs of this behavior.

Case Study



THE CHALLENGE

Building such a sophisticated platform requires talent. 6sense needed software developers that knew more than code—they needed to scale with individuals that had the flexibility and innovative thinking to grow with the organization.

“We do not hire for a specific role or technology,” explained Viral Bajaria, Co-Founder and CTO of 6sense. “We hire general-purpose engineers. As a start-up, we move our technology stack around quickly, and we do not want someone locked into one specific role. **We look for people that are very passionate about learning and picking up new technologies.** That’s our culture.”

However, hiring talented engineers in the San Francisco area who fit the bill is no easy task, and 6sense began to look beyond traditional borders to meet its needs. While the alternative route of hiring remote developers provided 6sense with a much quicker ability to scale, the team had encountered a number of challenges during its previous outsourcing efforts.

“Our experience with remote developers before working with Andela was that they were very requirements-driven, and would not deviate from that path to a fault,” said Bajaria.



THE TECHNOLOGY STACK

- **Platform:** Amazon Web Services
- **Data Processing:** MISO
- **Data Analysis:** Kinesis
- **Back-End:** Hive
- **Continuization and Isolation:** Doppler
- **Front-end:** JavaScript, BTJS
- **Continuous Integration:** CircleCi
- **Tracking:** GitHub
- **IM/Group Chat:** Slack



THE ANDELA DIFFERENCE

6sense realized immediate efficiencies with distributed teams after onboarding their first Andela developers. They found that their new Andela team members, Jyd and Ezekiel, were intelligent, quick learners, and were a perfect fit for the 6sense culture.

“When we started our relationship with Andela, I had reservations that the same problem would happen as before when we worked with remote developers,” admitted Bajaria. “But when we onboarded Andela developers, we discovered that they were very passionate about learning. During the initial onboarding process, they not only wanted to learn about us as an organization, but each of us as individuals. **The will to learn was one of the key traits that we were searching for.**”

6sense initially placed Jyd and Ezekiel in Java development as that was a strength where the developers had a high comfort level. Will Villaneuva, Software Engineer for 6sense, explained how the relationship proceeded as they onboarded the new talent:

“The remote dynamic was that we would meet in the morning on what they were working on and I would give them an overview of the system. They would follow Test Driven Development practice and write tests.”

“Before, if we presented a problem and a desired solution to a remote developer, they interpreted it merely as a requirements document and wrote the code. Andela developers are looking for an actual solution. They take our training and then actually challenge the status quo. I think that’s what has worked for us.”

Viral Bajaria,
Co-Founder and
Chief Technology Officer, 6sense



THE RESULTS

The Andela developers adapted quickly to the goals and culture of 6sense. As Bajaria explained: “After a month, we had to fast-track the area where they were working due to the needs of a wave of new partnerships. If the two Andela developers did not have the critical infrastructure for this portion in place, we would not have a production-scaled system ready for where we are today.”

“They are writing incredible code. They're developing and producing at the same rate as our in-house devs.”
- Amanda Kahlow, CEO of 6sense

The Andela developers focused on the front-end by building a platform to view and monitor various data aggregations, helping 6sense further expand its predictive intelligence engine for sales and marketing teams. Additionally, they supported the development of 6sense’s various proprietary algorithms.

With the developers strongly contributing as integral components of the 6sense team, future plans include adding even more scalability. The idea is to leverage Jyd and Ezekiel as mentors to help grow the next round of talent provided by Andela.