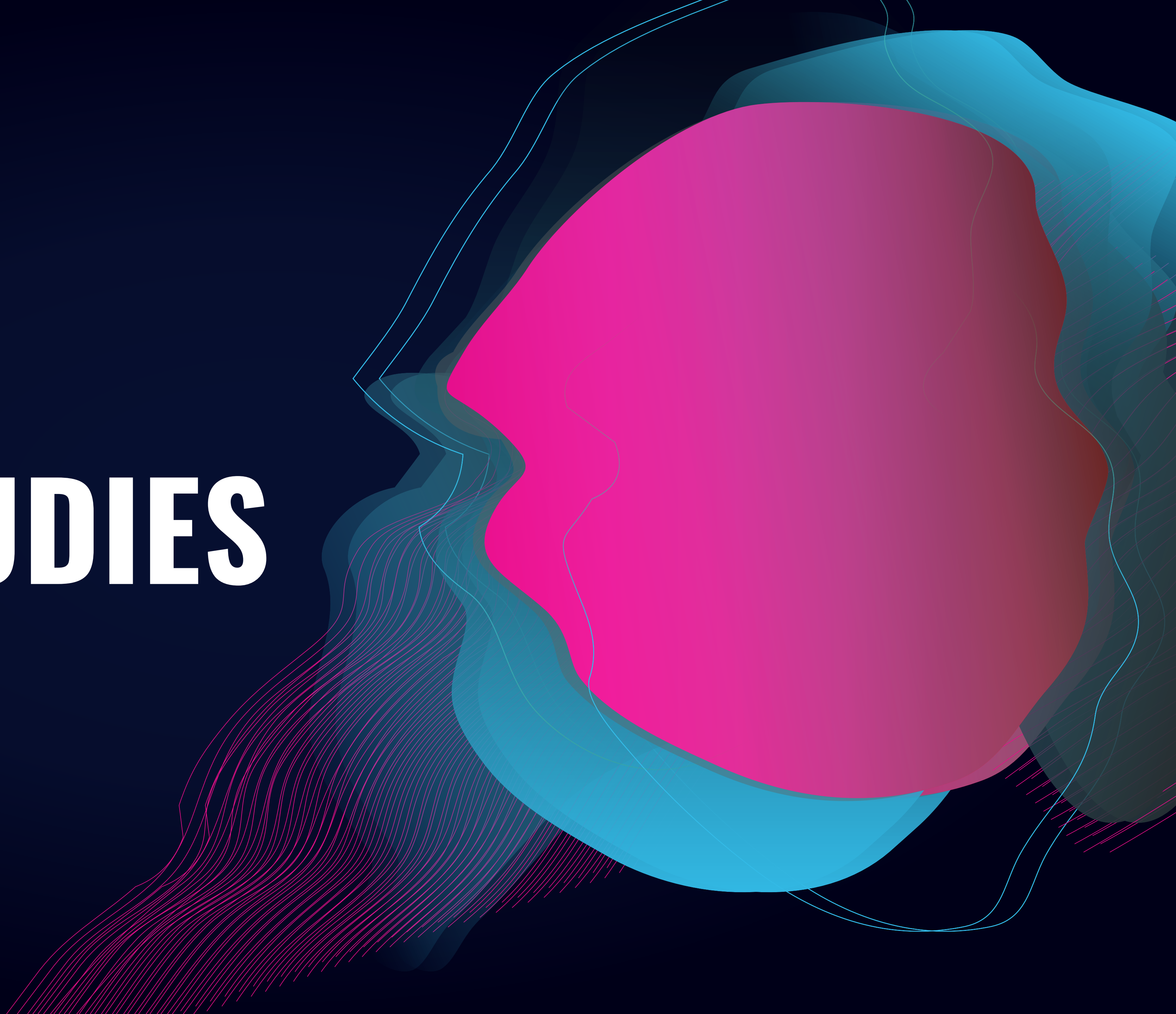


 DNA 325

CASE STUDIES



Case Study

Software firm moves from the outsourcing model

“We have successfully staffed our team with DNA325 in short order. Additionally, staff training and satisfaction have improved significantly. As a result of this relationship, we are more responsive to the dynamic nature of our customers' needs. DNA325 has helped iSG2 Tech grow more quickly.”

*Andrew Britt, President & CEO
iSG2 Technologies*

About company:

iSG2 Technologies provides world class software and services to fortune 100 clients in the metals, automotive and energy sectors since 2002.

iSG2 software enables users to manage part information, recommend order size and timing for metals with producing mills, track material through intermediate processors, manage transportation (truck, rail, barge/ocean vessel) and warehousing functions.

Challenge:

When iSG2 business needed to scale up in size, but also retain talent, co-founders decided to move from the classical outsourcing model and be able to recruit the best employees in the industry. Their goal was to develop a long term partnership with a company that would thoroughly understand supply chain business and also help to gather talent that would meet both their current and future needs so top management of iSG2 could focus on their core competencies.

Cooperation with DNA325:

iSG2 started working with DNA325 in February 2019 and have been growing together since. iSG2 team is a DNA325 resident in their office space providing HR consulting services to aid in navigating the local market, accounting, and legal landscapes.

iSG2 has a dedicated specialist (Account manager) fully immersed in their project. Recruiters and administrative personnel of DNA325 interact with iSG2 team directly on a daily basis.

Client: iSG2

Locations: HQ Chicago, IL

R&D - Odessa, Ukraine

Industry: Supply Chain

Services: Recruitment, SPaaS, HR,
Legal & Finance

DNA325 client since: 2018

Case Study

Marketing Intelligence Agency scaling up their business

“DNA325 is keeping pace with our expectations, which is not easy to do. They maintain a focus on priority roles and deliver candidates that match our desired criteria. They treat our business as if it were their own.”

Jill Corcoran, VP Human Resources, Wyzoo

About company:

Wyzoo is the original AI + HI Marketing Intelligence Services firm specializing in complex data management for direct mail marketers, marketing agencies, and marketing data vendors. Through deep customer profiling and predictive analysis, Wyzoo’s solutions unveil hidden opportunities to significantly increase performance in direct marketing campaigns.

Challenge:

Wyzoo recently opened an R&D office in Ukraine and were looking to extend a talent pool of candidates to join the startup as they scale up their business. The company was faced with a choice of opening a second R&D office or focusing on a single Ukrainian facility and searched for a partner through a competitive tender.

Cooperation with DNA325:

Our recruitment efforts primarily center on data sciences staffing (data scientists, data engineers, and data analysts). Labor market research preceded our talent acquisition activities to achieve the best quality & cost ratio. We also successfully closed several digital marketing positions and conducted effective executive search.

Client: Wyzoo

Locations: HQ New York

R&D Odessa, Ukraine

Industry: Marketing intelligence,
Artificial intelligence, Direct marketing

Services: Recruitment, Market
research, Legal

DNA325 client since: 2018

Case Study

Media company creating an offshore development centre

“DNA325’s reliability, high-quality deliverables, and responsiveness have led to a long-term collaboration.”

Eric Ontman, CEO, AdvandMedia

About company:

AdvandMedia is a global media company, specializing in programmatic video marketing. Today, AdvandMedia utilizes its four pillars of video (Mobile Web, In app, Desktop, Connected TV) and technology platforms and open ecosystems from direct inventory connected to brands to reach new audiences and drive compelling results.

Challenge:

Advandmedia thought about creating an offshore development centre in a suitable time zone, with a short flight and a large market of adtech talents. Their goal was to find a partner who is deeply versed in the advertising market and able to quickly and efficiently provide video adops and media buyers.

The next thing was to help Advand Media team to develop a top notch advertising platform.

Cooperation with DNA325:

DNA325 is the Advandmedia local partner since 2017. We host the team in our R&D hub providing a full SpaaS package: HR consultancy, hiring, accounting, and legal services.

During the first year, we covered all the needs of the team for adtech talents and software engineers. Advanmedia has a dedicated customer care manager, financial specialist and non-technical recruiter working with the team on a daily basis.

Client: Advandmedia

Locations: HQ - Tel-Aviv, Israel,
Miami, FL, R&D - Odessa, Ukraine

Industry: Video advertising

Services: Recruitment, SpaaS, HR,
Legal & Finance, Software
Development

DNA325 client since: 2017

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- ⋈ Product Engineering

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