

# Germany – Case Study

## THE COMPANY

A leading international multi-media company based in a major capital.



## THE CHALLENGE

The company's platforms and applications were all built with Scala, a functional programming language that is not a common skill set among developers.

As a media giant with enormous teams, its staff turnover is fairly substantial and requires a consistent backfilling process to ensure that its headcount doesn't dramatically drop and impact its products and services. This was the case across all levels of developers and engineers.

The company's offices were more difficult for commuters to reach than competitors' as they were located outside of the city centre. They had to compete with companies that boasted much better accessibility and transport links.

Finally, the company wanted to develop and launch a new Scala platform that had to be built from scratch, so it worked with several recruitment agencies to find developers and support its hiring process.



## THE SEARCH

Daniel suggested hosting a networking event called Scala in the City at the company's offices to get them in contact with the Scala developers that he knew across the region.

This event saw 150 Scala developers attend and mingle with the team without the pressure of a recruitment environment. It was led by three speakers who spoke on the possibilities with Scala and what they were doing with the language daily.

Daniel also reached out to Scala developers who were actively seeking their next opportunity through the usual recruitment channels, such as LinkedIn and job boards.

Daniel's constant contact with the Scala community, continuously building rapport and familiarity to find out what they were looking for in their next opportunity, underpinned the whole search.



## THE OUTCOME

After the Scala in the City event, the company made a number of direct hires and saw the quality of developers that Daniel was in contact with and decided to build a partnership for recruitment across their junior and senior teams.

As part of the relationship, Daniel supported them with improving their interview process, drastically increasing their fill rate and process retention. He also created internal Scala workshops that supported the existing teams by offering them training and benefits, improving retention rates for developers, and reducing the need for backfilling.

The partnership was so successful that the company stopped working with other recruitment agencies for their Scala hiring and partnered with Daniel for every technical requirement.