



The capacity advantage

How Adra Trintech scaled their tech team 10x and accelerated product development

Business

99x.io



About Adra Trintech

Trintech is a global leader in the financial close software space, serving both large enterprises and mid-sized companies. Its Cadency solution caters to large enterprises, while the Adra product suite, rooted in Scandinavia, serves mid-sized organizations. Adra was acquired by Trintech in 2017. Trintech's solutions are trusted by most Fortune 100 companies and over 3,500 mid-sized organizations worldwide to streamline high-volume transactions, perform account reconciliation, ensure compliance, and expedite month-end closing processes.

Adra's journey with 99x began in 2011 with a modest 4-member offshore development team in Sri Lanka. Today, Adra is supported by a robust team of 38 offshore engineers from 99x who complement the product development teams in Oslo, Stockholm and Dallas.

99x's role in Adra's Journey



Initially, 99x delivered cloud architecture consultancy and migration support, alongside front-end development expertise. As the relationship progressed, 99x's development teams played a pivotal role in building and expanding Adra's total product suite across multiple agile teams. They also established essential DevOps and release management strategies, which are vital for time-to-market. Additionally, 99x offered services in quality assurance, test automation, and user experience (UX) for each product as needed.

99x has been instrumental in driving Adra's growth across various dimensions, providing critical support in product building and core engineering services.

This collaboration enabled Adra to leverage cost-effective cloud technologies at the right time, allowing the company to expand geographically and reach long-tail customers.



Flexibility and capacity to scale

The impact of flexible capacity

The ability to rapidly transition from a monolith desktop product to an array of cloud-based offerings was a game-changer for Adra. This transition saw their customer base grow from under 100 to over 1,500 enabling geographical expansion into Europe, the US, Canada, South America, the Middle East, Australia, and Japan. This scalability and flexibility also led to a substantial business impact, with Adra's market capitalization seeing significant growth. The R&D team in Sri Lanka expanded from 4 to 38, providing the scale to accelerate product development, while the global team grew closer to 100 members.



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Oyvind Kleppe, Outsourcing Manager at Adra since 2011, highlighted the continuous value addition by 99x. "We teamed up with 99x in 2011 and began development of the new cloud-based Adra product suite in 2012. Working with 99x, we launched single-page applications on Azure for Adra Balancer in 2012, Task Manager in 2015, Matcher in 2019, and Analytics in 2020. Each was a significant milestone in our product journey."



The value of accessing Top 1% of tech talent



99x's strong employer brand in Sri Lanka and Malaysia provided Adra with access to top-notch engineering talent, crucial for building unmatched product experiences. Recognized as one of Sri Lanka's best workplaces, 99x could attract and retain skilled tech professionals, by far the Top 1% in the industry.

This is a unique benefit for a Scandinavian SME who can never tap into this talent pool in a more congested sourcing destination such as India. Over the past five years, 99x's contributions are estimated to have saved Adra over USD 10 million (NOK 100 million), translating to an additional 420 man-months of capacity annually to drive product development and R&D efforts.

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Karl Bendixby, former Vice President of Global Engineering, commented on how this Top 1% is able to collaborate alongside their global tech team. "The 99x team operates as an empowered, autonomous extension of the Adra development team in Oslo, following an agile process. We're not just buying bandwidth from Colombo but building a senior, capable team. It's about letting highly skilled people excel at what they do best while ensuring alignment along the way."



Facilitated empowered teams

99x provides facilitated, empowered teams that collaborate as agile teams. Oyvind noted, “The team at 99x feels like part of the Trintech family, and it's natural for them to work that way. We've had 99x team members presenting solutions directly to our executive leadership and engaging with customers when needed. Our global organization, including customer support, product management, sales, and professional services, directly collaborates with the 99x team whenever engineering support is required. It doesn't matter if they are Trintech or 99x employees; they are integrated into all we do.”

This level of integration is possible through the onboarding and knowledge management practices at 99x. The 99x Domain Competency Model captures and preserves the domain knowledge for each customer. This allows for faster onboarding when a team needs to scale and minimize the ramp-up time when there is a resource transition. 99x also invests into the employee onboarding activity to ensure productivity is not compromised.

Conclusion

Reflecting on his experience with 99x, Karl added, “Compared to other countries I've had outsourcing relationships with, Sri Lanka and 99x have provided a highly positive experience. 99x is a very professional partner, reliable, and committed to delivering what has been agreed upon. Their strong internal culture and investment in our success have been crucial. We have access to the talent and skill sets we need, and 99x has been integral to our journey to scale and succeed.”

About 99x

99x specializes in product engineering, offering the expertise needed to create digital products that succeed in the market. In today's fast-paced digital world, partnering with 99x ensures your product stands out in the market. We focus on developing exceptional product experiences and providing technical know-how to build products that win in the marketplace. To learn more about 99x's approach to creating market-winning products, download our Winning Product e-book [here](#).