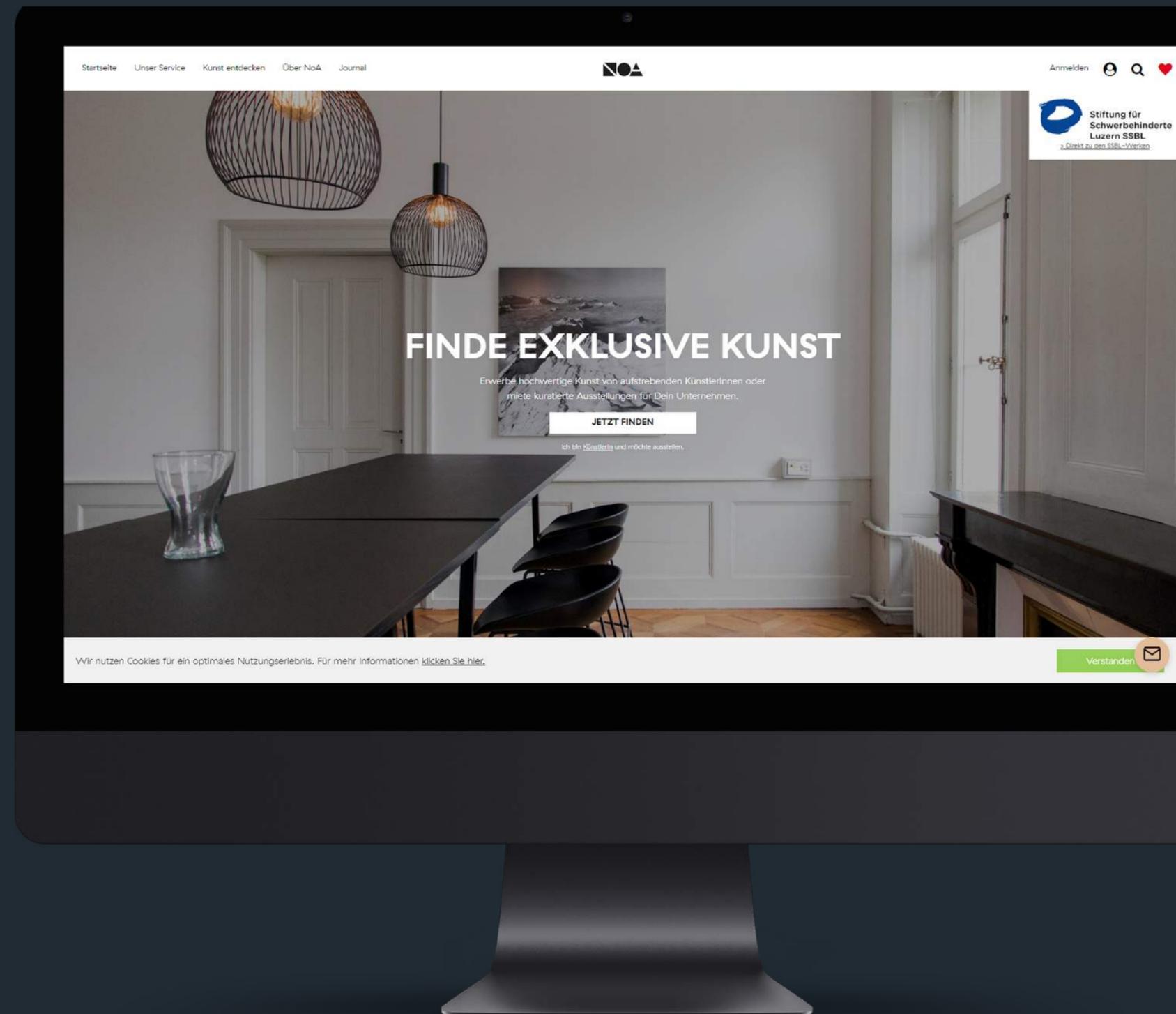NOA
NETWORK
OF
ARTS

When technology complements arts project

Implementing digital innovations for
a Swiss startup in the arts industry

Story Behind

Network of Arts (NoA) is a Swiss startup founded by three ambitious art lovers who wanted to find a better way to help promote and support artists. So they built a platform that allows artists, businesses and casual art enthusiasts to acquire works from emerging artists. Their platform also develops curated exhibitions, and allows for the online purchase of work from various collections of featured artists.

BUSINESS NEEDS

Along the way, they realized that their current development resources would not be enough, and that finding qualified talent locally would not only be difficult, but costly. Since their local talent pool is limited, they ultimately found their way to nearshoring with Mobilunity.

MOBILUNITY

TECH TALENTS

MOBILUNITY

Our CEO visited Lucerne

As part of our 3Rs of nearshoring (Relationships-Recruitment-Retention), we strongly believe that the relationships we build with our clients are vital to building trust, transparency, and eventually a fruitful partnership. Which is also why our top management arranged a trip to Lucerne specifically to meet NoA's founders.

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Challenges

Operating costs in Switzerland are plentiful, and often require a vast amount of resources to cope with high market salaries, and demand for talent locally. This can make it especially difficult for a Startup to compete.

Another crucial aspect for early-stage companies is its preparedness for pivots, so both flexibility and scalability (up or down) in a speedy manner was also a priority.

Nearshoring as a model perfectly tackles all these issues, but in many cases this is seen as a daring step, especially if you have never met your potential vendor in person so understandably the client understood the advantages of the model but was hesitant about how to choose the right vendor.
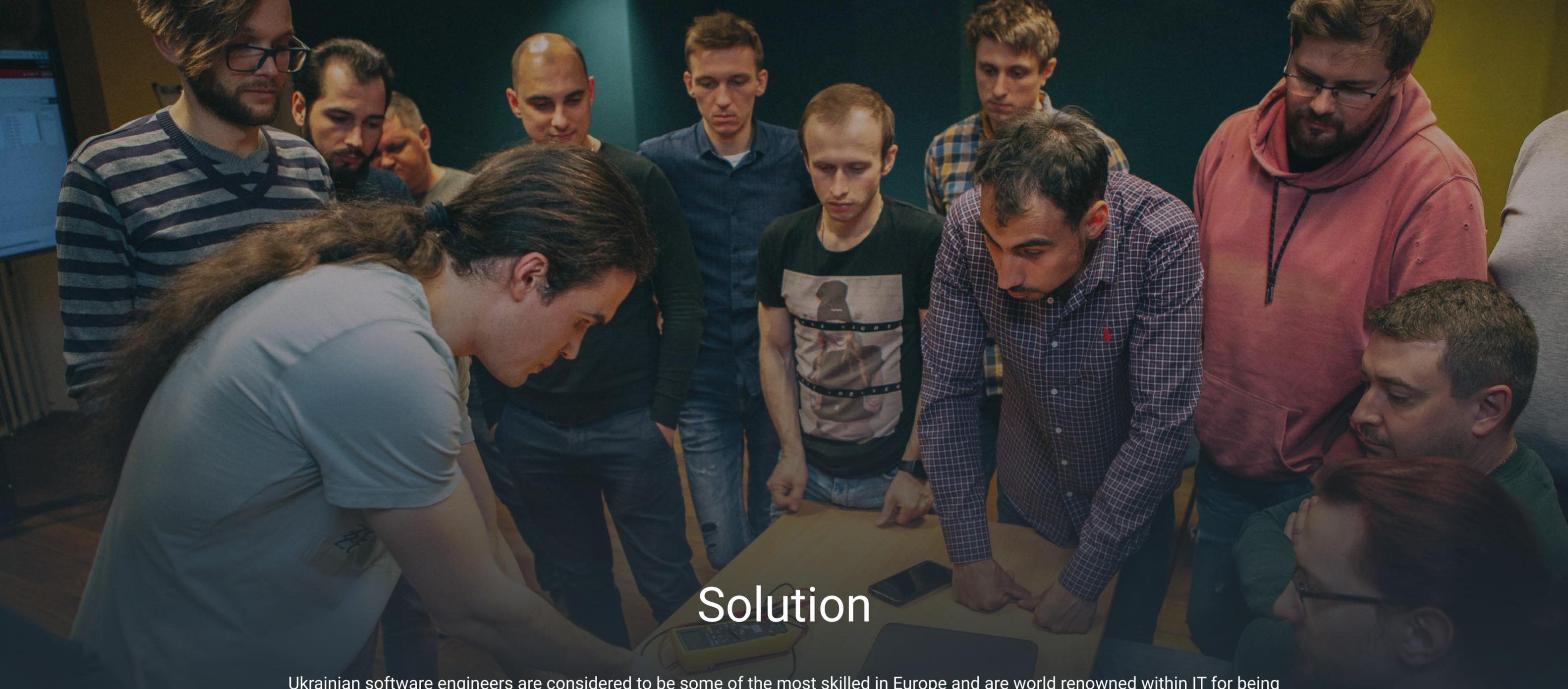
Shoestring budget

Limited local talent pool

Difficulties in scalability and flexibility

Solution

Ukrainian software engineers are considered to be some of the most skilled in Europe and are world renowned within IT for being able to take on very complex tasks. Mobilunity, in turn, has a system and process in place that allows for Clients to address their challenges by utilizing said resources in a way that is mutually-beneficial, and provides the best client experience.

Lower Investment Rate

As the salary rates in Ukraine are considerably lower than Western and Central European rates, we were able to leverage our market, and provide various options to the NoA team that would allow them to add team members with a lower investment made in regards to salaries.

Harnessing an Ocean of Talent

In other markets, IT talent may be slim, but in Ukraine that's a different story. The Ukrainian IT labor market currently employs more than 200,000 specialists, with more entering the market every year, at a rate that is growing annually by as much as 20%. This made it simpler for our team to offer a wide array of talent, which was made available to NoA.

Options, Options and More Options

Initially, NoAs founders weren't sure how many specialists they would need. Understanding their options allowed them to ensure that they were scaling properly. Mobilunity offered a flexible solution that allowed NoA to start with one developer and build from there once it became relevant.

"

The key to our successful relationship was open communication, flexibility through our project, and Sergey's willingness to improve the quality and his ability to learn quickly.

NOA NETWORK OF ARTS

Christian Klauenbösch,
Co-Founder, IT & Engineering, Network of Arts

Outcomes

As Network of Arts was at the startup stage, they didn't require a large development team from the very beginning. They started with one developer but wanted to have a proactive and seasoned professional who could deliver great results and be quite autonomous at the same time.

This was all achieved as the CTO was able to monitor and influence communication (daily stand ups, online messengers) and the developer provided by Mobilunity was able to effectively contribute and optimize various aspects of the project.
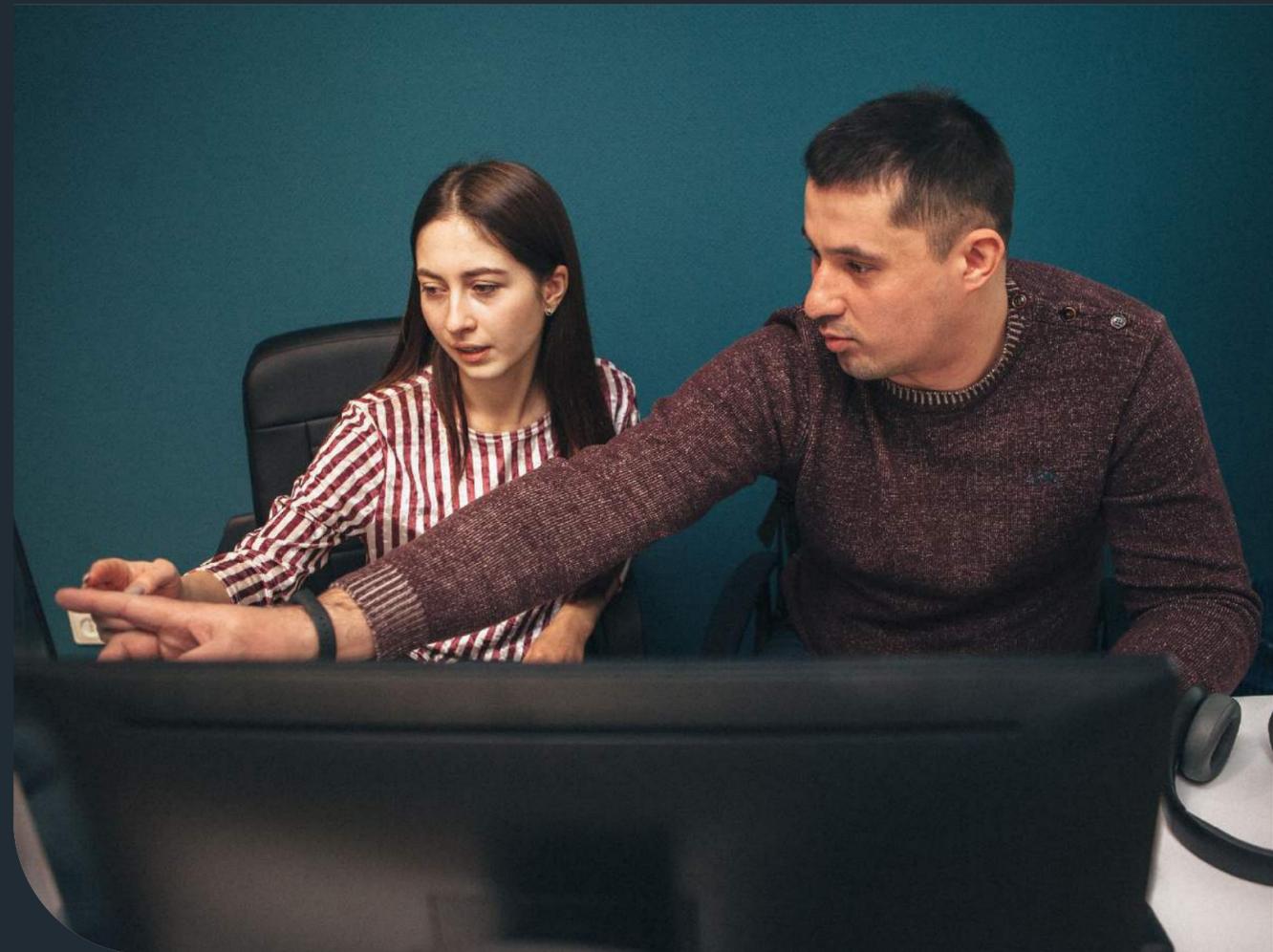
Development costs decreased by nearly 40%

Front-end of the platform was significantly restructured resulting in higher conversions

MOBILUNITY

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Developing our platform from scratch took some time and energy but with Mobilunity we found [a] well-suited professional, maintained an upfront communication, and, eventually, all promises were held and there was no misleading information from the company or hidden costs.

NOA NETWORK OF ARTS

Christian Klauenbösch,
Co-Founder, IT & Engineering, Network of Arts

MOBILUNITY

LET'S DISCUSS BUILDING YOUR DEVELOPMENT TEAM

Inquire for details at sales@mobilunity.com

www.mobilunity.com