



“DistantJob did more than open our eyes to full-time remote employees – they provided an individual that would help to shape our company.” Stuart Dow, Managing Director

Boot-Strapped Start-Up Relies on Remote Developer To Catapult To Success



“It’s important that employees fit with our company’s culture. Talking about interests outside of the office, and what is important to them, is just as important as addressing skillset.”

A small company with a start-up mentality needed someone who could not only do the job, but mesh well with the team.

Establishing a product in a fast-paced industry with a sea of competition, Upaknee needed to keep (and set) the pace by creating an efficient team with limited resources. At the time, they would have never predicted that their DistantJob hire, a global remote employee, would become an indispensable member of their core team – helping to exceed revenue goals and steer the company in a new direction.

“At the time, we were a boot-strapped company with no outside investment. After learning about DistantJob we realized it was the perfect resource.” Stuart Dow

Upaknee is a leading Canadian-based technology provider of email, mobile, and social media messaging. Established in 2008, they build products and services on the premise that organizations, regardless of size, should have access to easy-to-use, sophisticated, and effective online messaging tools. To differentiate themselves and thrive in what was quickly becoming a flooded industry, Upaknee tried recruiting senior level developers with multiple proficiencies, to maximize production and regulate costs.

“We had interviewed a few candidates on our own, and spoke to recruiters that were either too expensive or didn’t provide candidates that were up to par.”



FINDING RESULTS ABROAD

Upon being introduced to Sharon Koifman, CEO of DistantJob, at an industry event, Dow and his principals decided that vetting remote employees was a more viable solution than continuing to search on their own. Time was of the essence, and finding the right fit was a priority. A global search would bring faster results.

Upaknee was well equipped to collaborate with remote employees. Having video capabilities and online communication systems such as Skype already in place, Upaknee was open to the idea of a global candidate after exhausting several local recruitment options.

Within days of supplying a job description, Dow and his developers were reviewing a resume of a candidate located in Bulgaria. The team conducted two separate interviews of a highly qualified, senior developer that DistantJob had vetted prior to sending credentials.

“DistantJob provided a candidate whose skills were exceptionally high, higher than most developers we had interviewed locally.”

It was clear that the global recruit was more than qualified to succeed in the position they were hiring for. Dow and his team offered him the job and was immediately impressed by his productivity and eagerness to pitch in to further company goals.

FROM DEVELOPER TO CORE TEAM MEMBER

Once acclimated to the process of remote hiring, Upaknee was initially interested in recruiting additional employees to meet milestones. However, their global developer proved to be more instrumental in their success than they could have predicted. He had a desire to be challenged. He had innovative ideas. And he had the company's best interests at heart.

Receptive to having him take on more responsibilities, Upaknee embraced his talents and put his advanced skillset to good use. Their remote employee wasn't interested in a short-term gig, and his enthusiasm exhibited aspirations of longevity and growth.

“Developers can be dime a dozen. But to have exceptional ability, business acumen, and technological innovation in a single candidate is rare.”

The type of determination, intelligence, and collaboration displayed of their DistantJob placement was quickly rewarded. His ideas became a focal point for executives and his implementation strategies an essential piece of Upaknee's core business – providing specific insight and expertise the company had lacked.

“When you have someone like that, who brings that much to the table, you nurture their abilities.”

By maximizing their remote hire, Upaknee defrayed the cost of hiring additional staff immediately to expand capabilities. DistantJob's remote recruit proved to be an important hire and quickly elevated through the ranks. He went from developer to managing a team of junior level programmers, collaborated with members on the direction of product development, and built a foundation for many of the offerings that have since established the brand as a leader in the marketplace.

“From the beginning it was clear, we had someone we could rely on and who had the best interests of the company top of mind.”



THE RIGHT FIT

The key to this successful relationship was, and continues to be, excellent management, integration, and the ability to trust in their remote employee's abilities.

This has been the foundation for not only a successful working environment, but getting to know their global employee as a colleague and friend. From learning about his environment and locale, to ordering food delivered right to his house so he can join them on company lunches, Upaknee is the perfect example of how to successfully integrate remote staff into a company, and its culture.

Today, Upaknee continues to expand, hiring more employees and building out their remote teams. Their initial DistantJob remote employee serves as a Senior PHP Developer and Manager for Upaknee. For the last three years he has grown with the company to architect solutions, oversee teams, rewrite the original assessment test he was administered prior to their hire, and mentor junior level staff – all while continuing to work abroad.

ABOUT DISTANTJOB

DistantJob is a remote placement agency that recruits the smartest IT specialists and software developers from around the world to create long-term, functional remote teams for companies in North America.

We leverage proprietary technology and methods that enable us to recruit, screen, and interview amazing candidates at an affordable rate, and we do it faster and with less red tape than freelance sites, local recruiters, or outsourcing shops. Let us find your next top developer!

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