



**Powering tech** to keep  
pace with business demands

**—**  
CASE STUDY : ALPHASENSE

## Background

**CLIENT**  
AlphaSense

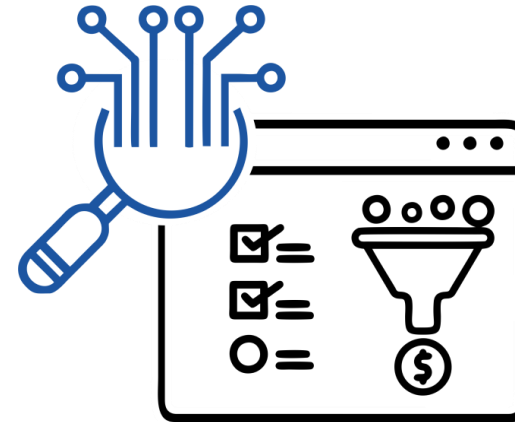
**INDUSTRY**  
FinTech

**HEADQUARTERS**  
San-Francisco

**FOUNDERS**  
Raj Neervannan, Jack Kokko

**FOUNDED**  
2010

<https://www.alpha-sense.com/>



## Product USP

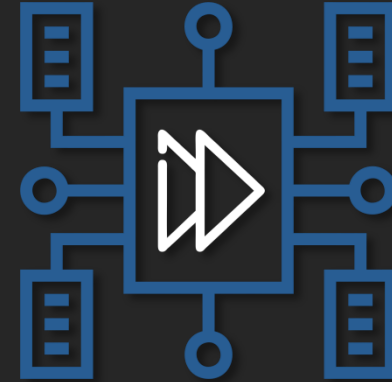
AlphaSense is a **search engine** for business insights and market intelligence. Powered by **cutting-edge AI and NLP technology**, AlphaSense enables the world's leading corporations and financial institutions to make data-driven decisions and gain a competitive edge.

## Challenges

### **Fast-track Technology Pace**

With the ability to search multiple content sets in a single search, AlphaSense crossed the milestone of 500 customers in 2016.

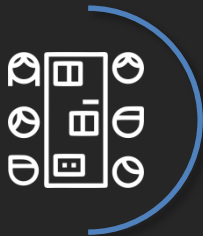
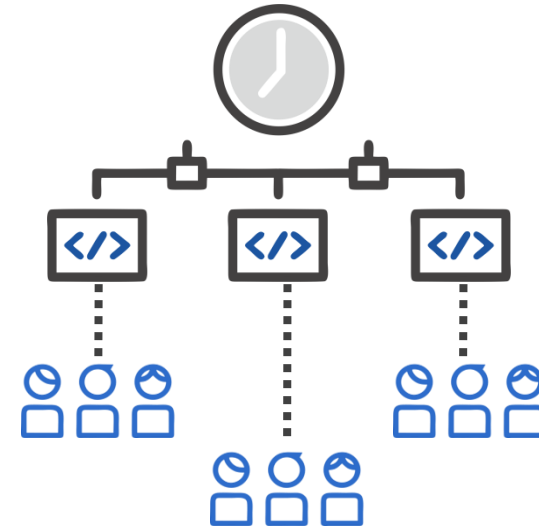
AlphaSense needed to expand the engineering capability quickly to take advantage of this sales momentum.



## Solution

# To Increase Feature Velocity,

we set up **multiple** scrum teams who executed **parallel** sprints.



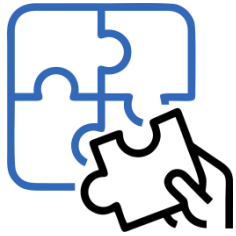
Each Team comprised developers, QAs engineers and DevOps experts.



They delivered features independently, right from design to deployment.

# Solution

To deliver business demands, scrum teams focused on



## INTEGRATING SEARCH WITH PRIVATE DATA

Enabled search to access real-time private data stored on Evernote, OneDrive, SharePoint to acquire a new set of customers



## INCLUDING DOMAIN- SPECIFIC DATA

Added high-value curated content from more than 1000 sources in search results to address the needs of customers across industries

## Results



### RAPID GROWTH

Acquired investment banks and **Fortune 500** companies as their customers



### SCALED ENGINEERING

Matched market demands with an engineering team that scaled by **6x in 2.5 years**



## Lets Disrupt Together!

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