

CUSTOMER SUCCESS



ALPHA BAY

Customer Success Story

Alpha Bay Corporation gives multi-channel retailers a powerful solution for tracking inventory across all areas of their business. They understand that their customers need ready access to data about multiple facets of their business. It's no surprise, then, that when it came time to choosing a system to help them keep track of their complex software development projects, they turned to VersionOne.

THE CHALLENGE

Alpha Bay has been using an agile software development methodology since their inception in 2006. Jeromy Wilson, Director of Product Management, says, "We were a startup organization. We needed to be able to develop a core product quickly to show potential customers something solid. We also needed to provide pieces of new functionality to our customers on a regular basis so they could clearly see how their custom solution was progressing." Agile methods seemed the logical choice.

Because the size of the company was increasing as rapidly as their customer base, Alpha Bay needed a way to get new team members up to speed quickly on their development processes. They also needed a way for developers and testers to choose tasks from multiple projects, depending on their skills sets and availability. Additionally, their business required restricted access for team members on certain projects, yet managers had to have an at-a-glance view into the complete software development picture. An agile tool seemed to be a good choice for accomplishing these goals.

"As a startup we had to be careful about what we spent our money on," Wilson said. "For this reason, we began using spreadsheets for tracking and reporting but they did not provide the enterprise-level functionality we needed, nor did the open-source tools we looked at." Still other options Alpha Bay considered did not offer on-site deployment and were very costly. The one that best fit the company, their processes and their custom product offerings was VersionOne.

All of engineering is run through VersionOne - literally every part of the development process uses it. It keeps us organized, aligned, and moving rapidly.

*Jeromy Wilson, Director of Product Management
Alpha Bay Corporation*

SNAPSHOT

ALPHA BAY CORPORATION

- Alpha Bay Corporation is a retail systems software and services provider that delivers 21st century technology solutions to multi-channel retailers.

BUSINESS ISSUES

- Agile startup in need of a powerful, yet affordable tool
- Teams spread across the United States
- Existing tools could not manage the expected growth
- Management needed visibility into multiple projects
- Teams needed access to multiple projects at one time

RESULTS WITH VERSIONONE

- At-a-glance visibility into both parallel and vertical product lines
- Consistency and data security through a centrally located product backlog
- Easy filtering through My Home Page
- Standardized process makes onboarding new people easier

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THE CHOICE: VERSIONONE

Alpha Bay began using VersionOne in November 2006. With the built-in Scrum template and intuitive agile workflow, they were able to get started quickly, managing new projects but realized they had only scratched the surface of the tool's capabilities. "We were using the tool as a consolidated backlog for stories and defects, which was very powerful," Wilson says. "But we saw that there was so much more we could be doing with it."

Wilson continued, "For example, Alpha Bay has grown from a small startup to a thriving business, with five teams distributed across three locations that are responsible for five major projects. VersionOne helps keeps everyone organized, aligned, and moving rapidly, which is what Alpha Bay needs in our market."

Alpha Bay uses VersionOne to track stories and change requests for five different projects. Four of these projects are shared by all of the developers and testers in the distributed organization. One project is restricted to only one team. "VersionOne handles that situation very well," says Wilson. "We like being able, as administrators, to see all the projects. At the same time, we also like having the security features to be able to limit access to certain key products."

RESULTS

Alpha Bay has seen great results with VersionOne. "Being agile is one of the things that differentiates us from the competition. The fact that we can show customers genuine functioning software every few weeks is unique to our company. VersionOne helps make that possible."

These results have translated into business wins. Wilson explains, "Our customers are not small players. They are Fortune 100 and Fortune 500 companies. They don't buy off-the-shelf solutions. Every two-weeks, we can install new functionality that is specific to our customers' needs and situations in a 'virtual sandbox'".

VersionOne helps Alpha Bay coordinate the projects for each release as well as managing parallel releases that are unique to each of their customers.

One of Alpha Bay's favorite features is My Home. Bjorn Bjerko, Manager of Quality Assurance, explains, "We like the flexibility of the My Home section including the My Work page. Each team member can set up their home page to reflect his or her own personal needs. Some people like to see things in terms of work items, others like to view tasks, and still others want to see tests." Bjerko and Wilson both like the way multiple departments can all function in one tool. "We can filter by department name and just see the items that apply to us," says Bjerko.

Even though Alpha Bay has been using VersionOne for some time now, with each new release, they feel that there are more and more ways the tool can help Alpha Bay in their business. Wilson says, "VersionOne has a lot of capabilities that we're exploring to help us become even more efficient. We look forward to extending our use of VersionOne, for example through the API, so that it is an even bigger contributor to our future success."

ABOUT ALPHA BAY CORPORATION

Alpha Bay Corporation is building a world-class system called AIRSTM. Their software gives retailers the integrated, real-time data access they need to see where their inventory is, when they need it, across all channels of their business. This allows retailers to increase their revenues by raising the average order value, reducing out-of-stock situations and dramatically increasing customer loyalty.

Alpha Bay Corp. can provide Enterprise Retail Software (ERS) that are more advanced, more flexible and much more affordable than the solution which has driven large retailers such as Wal-Mart to unprecedented success.

ABOUT VERSIONONE

VersionOne is recognized by agile practitioners as the leader in agile project management tools. By simplifying the planning and tracking of agile projects, we help teams deliver better software faster. Since 2002, companies such as Adobe, Dow Chemical, Lockheed Martin, Motorola, Novell, Sony and Symantec have turned to VersionOne. Today more than 30,000 teams from over 170 countries use VersionOne.

Start small. Scale smart. See for yourself at www.VersionOne.com.