



CIKLUM  
EMPOWERING COLLABORATION

# JUST EAT plc

## Case Study



## Summary

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We came to Ciklum to test whether we could successfully augment our London team by tapping into Kiev's highly regarded talent pool.

In particular we wanted to prove that we could scale effectively without defocusing our UK Engineering team from the evolution of our core products and platform.

Ciklum's outstaffing model is different from the more traditional approach and requires us to lead the team, not just manage a supplier.

The outcome is a more loyal, aligned and stable team which proves to us that we made the right decision. In the past year, we have achieved the necessary confidence to grow the team from 7 to 23.

In so doing we've been able to maintain the focus of the UK team and we now also have a great solution for supporting and migrating acquisitions, and effectively internationalising web and mobile apps.

**Ciklum Service**  
Extended Team

**Contact**  
Jim Beattie, Director of International Engineering

**Technologies**  
.NET, PHP, iOS, Android

**Headquarters**  
London, UK

JUST EAT plc (incorporated in the UK) is the world's leading online takeaway ordering service, operating in 13 countries around the globe, including: Belgium, Brazil, Canada, Denmark, France, India, Ireland, the Netherlands, Norway, Spain, Sweden, Switzerland and the UK.

The Group processed more than 40 million orders in 2013, generating nearly £700m in total transaction value for the restaurant industry. Its main market is the UK, which contributed to nearly 70% of group revenues in 2013.

There are currently over 36,000 takeaway restaurants signed up to JUST EAT, which uses a robust technology platform to offer an efficient on-line ordering service.

JUST EAT was recently ranked in the Deloitte 2013 Technology Fast 500 EMEA and is recognised as one of the 500 fastest-growing technology companies across Europe, the Middle East and Africa (EMEA).

The brand has also won multiple marketing awards, including a 2013 SABRE award for Best Guerrilla Marketing.

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## About Just Eat



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## Why Kiev & why Ciklum?

We picked the Ukraine as the optimal balance of time zone, travel time, availability of engineering talent and value. The Kiev labour market supports the technical skills we were looking for and it's close enough to London to make frequent trips relatively simple and cost effective.

We picked Ciklum because of its cultural alignment to JUST EAT, the fantastic working environment that teams enjoy and the outstaffing model. Paying a flat fee per developer promotes an effective, transparent commercial relationship with Ciklum. When we hit problems, there's mutual desire to solve them without politics and commercial conflicts getting in the way. Ciklum's thriving client community has helped us too; we regularly exchange ideas and experiences with like-minded people facing similar problems.

Recently, this triggered a highly successful team building event.

We're confident that the buzz from this will lead to more people wanting to work with us.

On a personal note, I've built some rewarding relationships with our own team, Ciklum's support team and other clients. I really enjoy spending time in Kiev with our Ukrainian colleagues.

We've had a great year!

# Why Outstaffing?

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Choosing outstaffing over a traditional outsourcing model comes with a trade-off that we were happy with.

Successful outstaffing requires more of our time and effort than traditional outsourcing.

The process of building your own offshore team takes perseverance, trust in your supplier and an acceptance that a longer lead time is needed to build a productive team.

Unlike traditional outsourcing, we needed to establish credibility with our new team and we're constantly calibrating against a similar, but different national culture.

This extra effort pays dividends: Our team in Kiev are personally committed to the success of JUST EAT. They have great domain knowledge and are familiar with our tools and processes. Critically, the team is aligned to our global purpose and company values - a vital ingredient for an effective, long term collaboration.



# Contact Us

Ciklum is a top-five global trusted technology and software engineering partner to Fortune 500 and other fast-growing organizations alike around the world.

For over 13 years, our 2500+ developers located in the Delivery Centres across the globe have provided our clients with a range of services including extended software development teams, quality assurance, R&D, IoT, big data, product development, and engineering consulting.

For more information  
visit [www.ciklum.com](http://www.ciklum.com)

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