



## Case Study

Medical Devices

# Innovation Accelerated: How ITJ's Client Quadrupled its Product Releases

## Unveiling the Quest for Digital Excellence: Our Client's Motivation for Embracing ITJ

In the ever-evolving landscape of healthcare technology and medical device advancements, the company in focus found itself at a pivotal juncture. Dedicated to improving the well-being of people, especially those managing diabetes, this firm unveiled a revolutionary system—an Internet of Medical Things (IoMT) innovation aimed at revolutionizing insulin delivery and monitoring.

However, the ambitious product roadmap and go-to-market strategy set by our client's leadership posed a formidable challenge: **the need to substantially expand its digital engineering capacity. To achieve its goals efficiently, the company recognized the necessity of doubling the size of its 80-person software engineering team located in San Diego.**

Our client's motivation was clear: to build a bridge to digital success, conquer the talent scarcity conundrum, navigate regulatory complexities with confidence, and accelerate innovation to continue changing lives for the better. The partnership with ITJ would become the cornerstone of this transformative journey, and its results would soon redefine our client's approach to digital engineering and its commitment to those living with diabetes.

## The Challenge

- **Digital Engineering Capacity:** Our client embarked on an ambitious product roadmap and go-to-market strategy, necessitating a substantial expansion of its digital engineering team. The company estimated the need to double the size of its 80-person software engineering team located in San Diego.
- **Talent Scarcity:** A shortage of software engineering talent in the United States, particularly in Southern California, posed a significant barrier to our client's expansion plans.
- **Regulatory Compliance:** Software engineers involved with medical devices required a comprehensive understanding of quality management systems (QMS) and adherence to FDA regulations and global medical device quality standards, including ISO 13465.

## Our Client

### • Mission:

Pioneering medical device company with a mission to enhance the quality of life for individuals, particularly those afflicted by diabetes.

### • Key Innovation:

The company is recognized for its smart medical device solutions designed to overcome challenges associated with conventional insulin delivery methods.

## The Team-Building Solution

- **Software Center of Excellence (CoE):** To address its staffing and capacity needs, **our client partnered with ITJ to establish a Software Center of Excellence (CoE) in Tijuana, Mexico.** This CoE would serve as an extension of our client's existing resources, providing the necessary talent and expertise.
- **Strategic Recruitment:** ITJ leveraged its extensive network across Mexico and Latin America to identify, recruit, and hire software engineers with expertise in key technology areas, such as SWIFT, Java, Python, and AWS.
- **Behavioral Assessment:** Recognizing the importance of not only technical skills but also behavioral traits, ITJ conducted comprehensive assessments during the hiring process. This ensured that candidates exhibited qualities like ownership, learning agility, and effective team collaboration.

## The Approach

- **Needs Analysis:** ITJ collaborated closely with the company's Product Management and Technology leadership to conduct thorough needs analysis and discovery exercises. This process outlined the timeline, staffing plan, and facility requirements for the new CoE in Tijuana.
- **Swift Recruitment:** Building on its extensive network, ITJ executed a rapid recruitment process, swiftly assembling Scrum teams that aligned with the client's product roadmap and go-to-market plans.
- **Onboarding and Knowledge Transfer:** ITJ, in partnership with the client, executed a methodical and comprehensive onboarding process. This ensured a smooth integration of the CoE with the client's existing organization and facilitated the transfer of knowledge and responsibilities.

## The Impact

**4x** Innovation Rate

**1/3** The Cost

**1/2** Staff Turnover

- **Efficient Expansion**  
Through its partnership with ITJ, the client successfully expanded its digital engineering capabilities, **meeting its strategic goals efficiently and cost-effectively.**
- **Accelerated Innovation**  
The CoE model enabled our client to 4 times its innovation rate and accelerate its global product release schedule, significantly **enhancing its ability to bring innovations to market.**
- **Cost Savings**  
Our client realized substantial cost savings, with the CoE model costing approximately **one-third of similarly skilled U.S. resources.**
- **Scalability**  
The Tijuana CoE model has become the blueprint for future digital capacity expansion, positioning our client to easily scale its capabilities for continued development of its IoMT platform. As of today, our client's Tijuana-based CoE houses more than **170 software engineers, demonstrating its capacity to sustain growth.**
- **Low Turnover Rate**  
The CoE operations have maintained a **staff turnover rate of less than half the industry average,** reflecting the success of the partnership and the quality of talent acquired.
- **Embracing Software Engineering Trainee Program**  
Our client has embraced ITJ's software engineering trainee program, **further enhancing its capabilities and talent pool.**
- **Data-Driven Confidence**  
With improved predictability of market delivery, our client now approaches its multi-year product roadmap with greater confidence, relying on the Tijuana CoE as a **pivotal asset in achieving its goals.**

# Meet Your Partner for Excellence in Software Engineering

ITJ specializes in enabling U.S. companies to establish Technology Centers of Excellence in Mexico. As a trusted partner, we excel in building top-tier software engineering teams in the Americas. Renowned by industry leaders, particularly in life sciences, we create and manage empowered, results-driven teams with a sharp focus on quality, predictability (time to market), productivity, and innovation. Our approach is anchored in software engineering best practices, Agile methodologies, and rigorous quality and compliance standards.

We source, nurture, and develop tailored software engineering capacity for our clients through our Center of Excellence facilities in Tijuana. This strategic location maximizes productivity, ensures quality, minimizes lead time, and empowers clients to achieve their most critical development objectives. Leveraging our extensive network across Mexico and Latin America, along with strong partnerships with renowned universities, we swiftly assemble teams that precisely match our clients' needs. Your active involvement in the selection process guarantees that your ITJ team aligns seamlessly with both your current and future requirements.

## Experience Premium Software Engineering Excellence with ITJ



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