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A True Partnership: How Sphere Partners Helped 'Gett' It Done

Gett

Gett Courier 6 Min
Gett Taxi 2 Min
Gett Taxi XL 5 Min

Green Park Station
London, United Kingdom

SET PICKUP
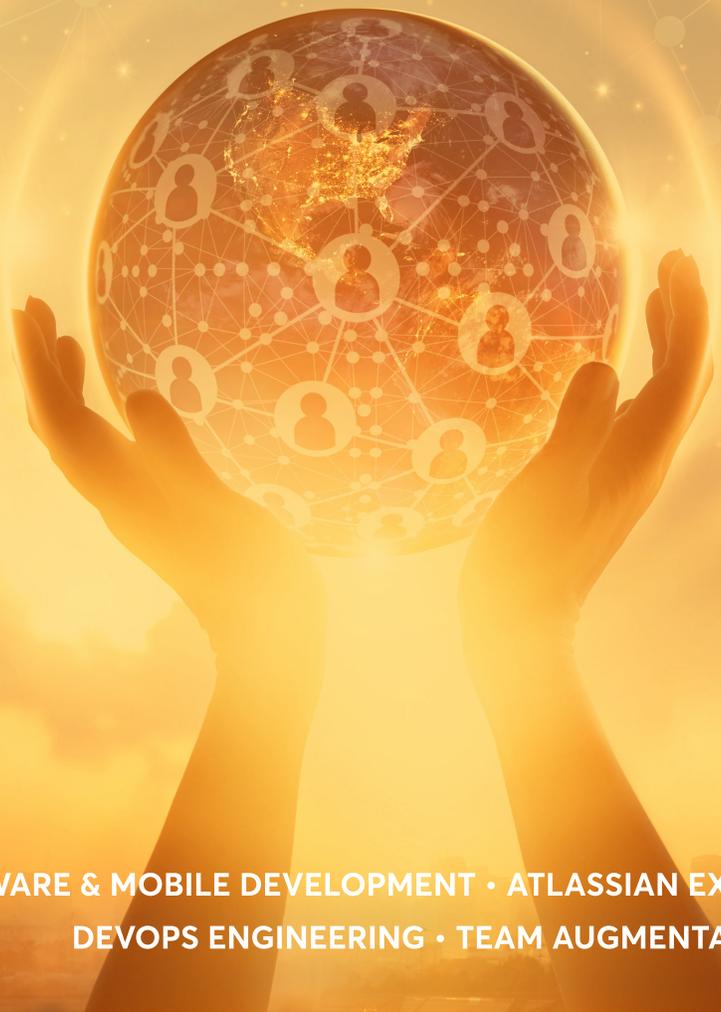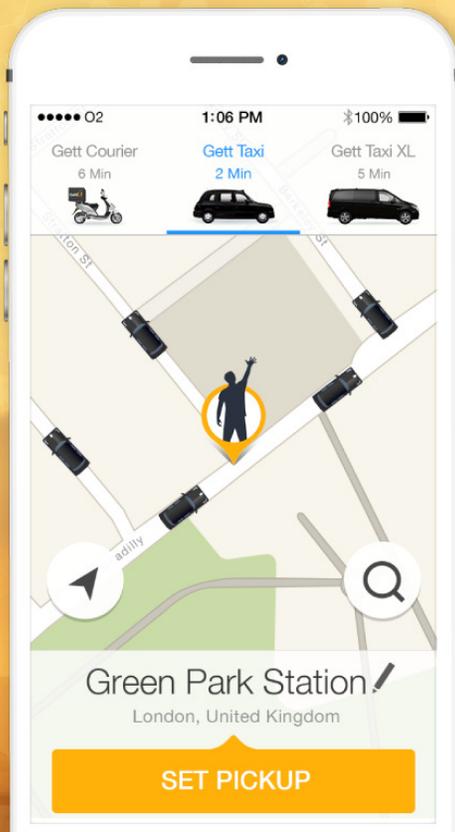
SOFTWARE & MOBILE DEVELOPMENT • ATLASSIAN EXPERT
DEVOPS ENGINEERING • TEAM AUGMENTATION

Delivering Core Business Apps Enabling Gett, the Uber of Europe, to Become a Hyper-Growth Digital Business

Gett is the largest provider of on-demand mobility in Europe, far surpassing Uber. To support explosive growth and the constant opening of new markets, the company demands best-in class applications that can scale up rapidly and utilize the latest technologies for digital business.To meet this challenge, Gett works with Sphere Software to build the applications needed to support the core business processes of this dynamic organization.

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- **4** countries
- **100+** cities
- **6,000+** corporate clients

Changing How People Move and Gett Things

In London alone, more than half of all black cabs are "run" on Gett. The company has built a technology platform that provides both businesses and consumers with mobility, delivery, and logistics. For those in the United States, a good way to think about Gett is the "Uber of Europe" and more. Gett offers much more robust B2B services and has logistics capabilities that are above and beyond what simple ride-sharing services provide. Gett is also in New York, Tel Aviv,Moscow, and over 100 additional cities, bringing an option to existing ride-sharing services.

This is a true high-growth digital business in which technology drives the overall success of the organization. Gett requires a scalable, reliable, and agile IT infrastructure to support the workloads that meet the ever-changing needs of customers. In this highly competitive industry, the ability to quickly complete IT projects to deliver new functionality and capabilities is a competitive imperative.

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Gett's Requirements and Sphere's Partners Capabilities

A fast-growing company with a highly competent internal staff, Gett still required more IT development resources and turned to Sphere Software. The company wanted a partner that could work on its terms and meet its specific needs, whenever they arose. Unlike other projects where an entire system or application is given over to the technology partner, Gett needed highly skilled resources for specific aspects of application and infrastructure development. These distinct demands focused on discrete elements of the overall project. In addition, it put a premium on Sphere's ability to provide Gett with professionals who already have a high level of expertise. As Anton Shemerey, a software developer for Sphere noted, "Our project team had a uniformly high level of technical skill coupled with substantial experience in completing projects similar to Gett's."

In terms of skill set, Gett demanded that Sphere consultants fully comprehend the latest tools Gett utilizes, such as Ruby and Go. As anyone working in the development community knows, the ability to find truly skilled developers with competence in these two tools is quite difficult, but filling those needs is something Sphere excels in on a regular basis.

From an operational perspective, Gett demanded that Sphere's experts work as full "team members" with its staff, ensuring a high level of integration for daily tasks and activities. It was essential that there was no "us and them" attitude or any perception of separate teams. "Our approach is focused on integrating our activity and staff with our client's resources to ensure a high level of efficiency," noted Shemerey. In fact, Sphere Software is one of the few development partners that views this practice as a regular part of the engagement. Too often, contract developers just want to write their code and be done with it.

To ensure high quality work, Gett required that everyone working on the project from Sphere had a high level of understanding of the entire engagement. Such a focus was designed to ensure that all activity was aligned to the needs of the project from an overarching perspective. A key requirement became the ability to decipher what the overall project had to deliver, rather than just a single component. Gett's approach makes a great deal of sense. It embodies the ability to understand how components fit into the overall solution results with less "re-work" and costly wasted effort. This tactic requires that the Sphere team members working on the project had the knowledge to understand this comprehensive perspective, not just a narrow set of skills for one development task.

Delivering Best-in-Class Scalability for Gett

As a hyper-growth company, Gett requires solutions that can scale at a very high level, but without penalties common in poorly designed applications. To meet this demand, Sphere Software developed a framework for delivering a better approach to scalability that encompassed 12 principles. These principles take a comprehensive perspective on development that ensures key design and operational issues are remediated long before the application goes live. This breadth can be seen in the list of what was part of the design process:

- Scalability versus performance
- Asynchronous communications
- Concurrency
- Databases
- Eventual consistency
- Denormalization
- Caching
- Failures
- Monitoring
- Capacity balancing
- Servers
- Deployment
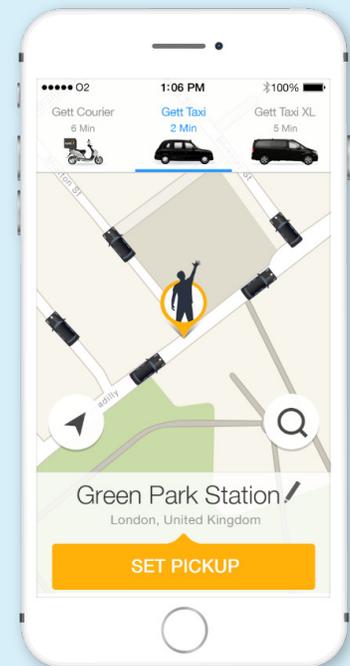
Despite the scope of these principles, Sphere focused on not over-engineering the solution so that it did not become overly complex and difficult to update. With this comprehensive focus at the front end, Sphere was able to deliver to Gett the ability to handle continuous and exponential growth with linear effort.

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Gett had unique and demanding requirements for working with Sphere Software. Many businesses are either enhanced or limited by the level of success they achieve in delivering disruptive applications and systems. Sphere's Shemerey stated, "We pride ourselves on the ability to bring deep technical skills and an objective external perspective to the project. This approach allows us to build the type of innovative new applications that deliver competitive advantage."

In the Gett case, Sphere developed three fundamental guiding principles to ensure success:

1 Build A Relationship Model Specific To Gett's Requirements

Many organizations that deliver software development or design services have a specific process that they bring to every project. An approach of this nature provides efficient internal operations. But in situations where processes are not aligned to the customer's needs, conflicts or issues will arise. Sphere Software ensured its internal processes were completely aligned to Gett's unique operational demands. Therefore, it eliminated many potential problems and offered a smoother workflow.

2 Deliver Software Developers Who Have Experience And Expertise

The Gett partnership required nontraditional aspects that have been listed above. Perhaps the most critical of these was the need for development professionals who were much more than "heads down" developers. Delivering technically capable and experienced professionals is harder to do.

3 Support the Necessary Level of Dynamism

The ride-sharing and logistics industries are among the most intensely competitive. This often means there are changes or modifications to development activities that occur midstream. Sphere Software understood this issue going in and ensured that its team had the necessary flexibility.

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Summary

It's essential for a software development service provider and its clients to work effectively together. But in order for a successful partnership to occur, the service provider must meet a wide array of requirements. The successful delivery of innovative applications through this joint effort is a testament indeed to Sphere Software's approach. Beyond just building code, Sphere created a unique and comprehensive approach to providing the scalability that the solution required. This "up-front" thinking and effort is why some projects turn out exceptionally well, rather than just being completed. Sphere Software provided technical, cultural, and process support to enable Gett's ability to maintain its leadership position in logistics and ride-sharing services. This comprehensive perspective sets Sphere apart from other development services providers and comfortably fits the needs of today's businesses.

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About Sphere Partners

Sphere Partners is a strategic technology partner offering consulting services, cutting-edge software development, expert engineering teams on-demand and enterprise platform implementations such as Monday.com, Netsuite, Salesforce, Google Cloud and Snowflake for companies seeking to transform in a demanding digital world.

With a global team of business and technology consultants, solution creators, and engineers, Sphere delivers strategy, design, and software development to help organizations solve their technology challenges and improve productivity, enhance the user experience, and maximize growth.