

Developing at a Critical- Care Cadence.

THE CUSTOMER NEEDED BOTH A KEY SKILL
AND A CULTURAL FIT – URGENTLY

Foundation Medicine had a good thing going with its oncologist customers.

With FMI's cutting-edge DNA-assay tools, cancer physicians optimized chemotherapy regimens for individual patients. They tracked clinical trial results. They educated patients and their families about new genomic options. Foundation's toolkit was the most innovative on the market.

Then mobile happened.

The problem was that FMI's superb tools were still largely chained to laptops and desktops, even though clinicians were on the move all day. Their pushback to FMI was getting louder: Give us a mobile version we can take with us on rounds, when we're with our patients and care teams. Fixed isn't good enough anymore.

The requirement was urgent, the product potential enormous, an iOS implementation the obvious solution. But for FMI, not an easy or straightforward one.

Lacking in-house mobile-development expertise, how could FMI's engineering team deliver what top management insisted on—a

convincing, working demo in just 60 days?

Recruit an experienced mobile programmer?

Not only would it take an unknown amount of time to locate someone with this high-demand skill set, any new hire would have to get up to speed in FMI's unique culture, where developers

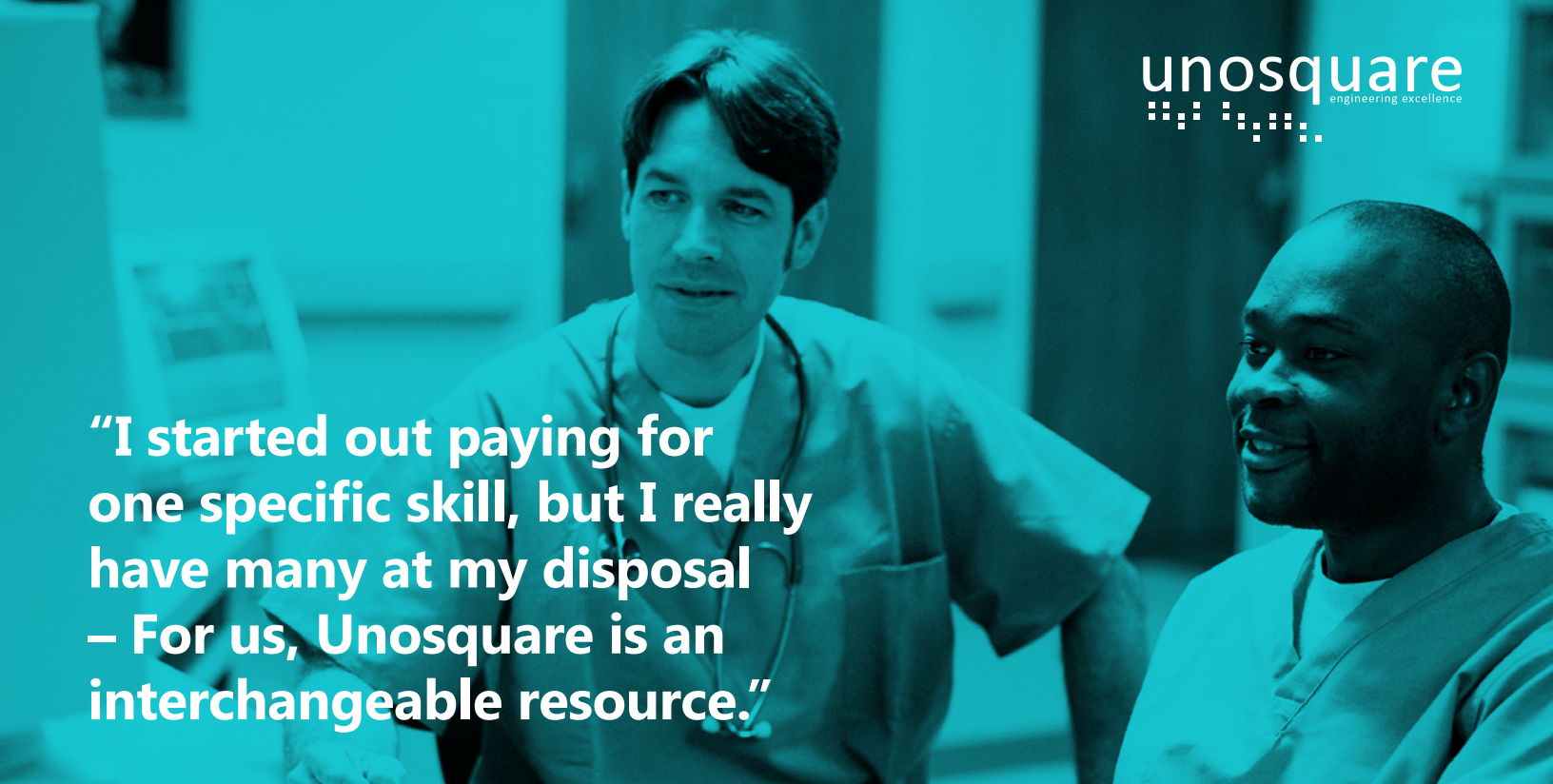
“Not only did Unosquare give us solid guidance on the project, it innovated on its own.”

Nick Cutillo, Director of Product Engineering

and QA share product ownership. Programmers write test routines, and quality engineers dig into source code. Ramp-up time might be six months or longer, and once the trial-balloon demo was done, would mobile skills remain as vital?

Find a short-term contractor?

[Continued >](#)



“I started out paying for one specific skill, but I really have many at my disposal – For us, Unosquare is an interchangeable resource.”

Having the skills on tap overnight would be perfect—if expensive—but hired guns tend to resist changing their work styles and methodologies to match a client’s. Over time, FMI had successfully converted to the time-boxed SCRUM model, so any contractor would need to participate in a specific, prescribed way. And forget about joint product ownership, the team’s guiding principle.

So what about Unosquare?

Over the previous seven years, Unosquare had worked closely with FMI on a wide range of development projects, but none specifically in the mobile space. Could Unosquare contribute here, as well?

A conversation quickly ensued. It turned out that not only did Unosquare have several expert mobile developers available, they were already familiar with the React Native JavaScript code library needed to build a cross-platform app. And yes, it would commit to delivering the proof-of-concept within 60 days.

Moreover, cultural and workstyle fit was a non-issue. Unosquare subscribed to the same Agile methodology and had actually helped to implement it at FMI. Over the years, FMI’s team had come to respect Unosquare’s professionalism and considered the developers to be integral collaborators rather than simply outsourcers.

In the end, Unosquare met the demo deadline with a full ten days to spare, enabling FMI’s engineers to integrate other product-line hooks. The C-suite loved it and gave the green light to a field version.

As the in-house teams grew familiar the ins and outs of mobile, FMI brought in other, complementary Unosquare resources—without having to retrain anyone, without hunting for a new contractor, without missing a developmental beat.

Most important of all, thanks to the tightly coupled FMI/Unosquare partnership, oncologists have one less hurdle on the path to saving more lives.