

# Arweb Case Study

**Industry: Digital production and advertising**  
**Tech Category: Digital assets**  
**[www.arweb.com](http://www.arweb.com)**

For companies with limited human resources, increasing production is certainly a challenge, especially when talent is hard to find. While expansion might seem like an obvious solution, it is not always the quickest nor the most cost-efficient alternative for some business strategies, which is why outsourcing has become the “go-to” alternative.

Seattle-based advertising software developer Mixpo encountered such a dilemma, and, through word of mouth, learned that Costa Rican digital design company Arweb had the solution to its problems.

The startup began a search for a developer with plenty of experience in IoT and device integration, eventually finding the right partner in Costa Rica.



## The Challenge

At the time, Mixpo was a modest-sized company with a leading position in video banner ads, boasting heavyweight clients such as Comcast, AT&T, Univisión, and several other networks. The company had 60-70 employees, but not all of them were in the production area. The company needed to increase production capacity, but was struggling to overcome the challenge of an expensive, limited talent pool in Seattle.

The number of available people with the skills required to carry out Mixpo's projects was scarce and the company was concerned about costs, said Antonio Roldán, CEO at Arweb, adding that cost, in particular, was a key challenge for Mixpo.

Mixpo had two choices: absorb the cost and try to expand internally with limited available talent, or find a suitable partner that could help increase their production capacity more quickly.

By outsourcing the work to Arweb, a Costa Rican services partner, Mixpo would be able to leverage a more cost-efficient alternative to hiring developers in Seattle, solving the challenges of cost, agility, and talent availability altogether.

# The Solution

First and foremost, Mixpo needed highly creative people that could be trained to use its proprietary system in record time. To achieve this, a pilot program was launched, with Mixpo sharing its assets to enable Arweb to produce video banner ads using its proprietary system.

Arweb assigned four interactive developers to the project who were proficient in programming and animation, as well as being familiar with object-oriented programming language ActionScript. By the end of the training period, the Arweb nearshoring team had fully integrated into Mixpo's proprietary system, which entailed programming and graphic design.

Using a demo system, Arweb's personnel trained until they could deliver on time and with the expected quality. The staff underwent additional training exercises to enhance creativity and improve delivery times. Arweb also trained two backup developers to ensure that internal contingencies would not impact deadlines and additional support would always be available.

This training period was completed in just two weeks, allowing the Arweb team to start building capacity and showing the company's ability to adapt. "If there was a moment when Mixpo wanted a more creative developer, we were able to introduce another team member and continue without any delays," said Roldán.

In an effort to guarantee that the project would run as planned, Arweb assigned a dedicated project manager to handle communication between the client in Seattle and the developers in Costa Rica.

One of the biggest challenges I remember was coordinating across two different time zones," said Roldán. "The dedicated team worked on the same schedule as the client, which included office hours and holidays—apart from the physical location, the Arweb team was indistinguishable from any other office in Seattle."

## The Results

The Mixpo project had a total duration of three years, during which time Arweb delivered over 10,000 video banner ads using the customer's proprietary platform. Consequently, Mixpo was able to keep up with its clients' demand, producing creative, high-volume video ad campaigns with the fast turnaround it needed.

In terms of production targets and delivery goals, Roldán believes his company rose to the occasion. "We successfully mastered our client's proprietary platform, but our team members also contributed much more with their capacity for innovation and creativity."

For Arweb, the experience reinforced the company's ability to learn different ways of working and adjusting to another firm's procedures in areas such as quality assessments, revisions, and delivery processes. Overall, the project reaffirmed Arweb and Costa Rica's position as a solid nearshore service provider.

According to Roldán, his company's distinctive traits are an innovation-driven mindset and the personalized services it offers, which result in high client retention levels. In the case of the latter, and as demonstrated through its work with Mixpo, Arweb's success also lies in its ability to adapt to its customers' work culture, making it a shining example of the value that Costa Rican technology service providers have to offer.

**By outsourcing development to a Costa Rican partner, the client solved the challenges of cost, agility, and talent availability altogether**

**With only 5 developers, Arweb produced 10,000 video banner ads in just 3 years.**

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