



On-Demand Talent Solutions™ for the world's most innovative companies. Connecting extraordinary talent with world-class opportunities.

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## ABOUT THE CLIENT

Aha, a unit of HARMAN International, is the interactive platform that makes Web content as easy to use as radio. Aha's mobile app organizes content from the Web into personalized, live and on-demand "radio" stations that consumers can listen to from anywhere – at home, on the go, or safely from the driver's seat.

Founded in 2008, and acquired by HARMAN in 2010, Aha was created by some of the most passionate Silicon Valley veterans with decades of combined experience developing automotive, location-based, cloud computing, and mobile services for the likes of SiriusXM, eBay, PayPal, Amazon, Motorola, Yahoo!, Palm, Wired, Rhapsody, and more. Aha's key customers include numerous automotive manufacturers, including Acura, Honda and Subaru, whose newest model vehicles will come standard with dashboard based consumer web services running on Aha's cloud platform.

## CLIENT SITUATION

Given the extraordinary momentum and growth in the mobile applications marketplace, Aha was having difficulty identifying and engaging high caliber software engineering and project management talent with mobile expertise. They were facing urgent deadlines to deliver product to a number of major automobile manufacturers, but were lacking several key resources to complete the development by the delivery date. Their in-house staffing team was engaged, but was not delivering the appropriate resources in a timely enough manner to meet the deadlines. Aha's VP of Engineering had successfully engaged Armada when he led eBay's Mobile Product Development team, and reached out for help.

## RESULTS

Armada sprang into action and quickly filled 9 senior level technical positions, including requirements for iPhone and Android Applications Developers, Java Platform Engineers, Software Development Project Managers, Mobile Application QA Engineers, and Cloud Services Systems Administrators. Aha met its tight deadlines, and delivered the product to its clients on-time and within budget. Aha was so impressed with several Armada consultants, that they decided to convert 5 members of that team into direct hires for the company.

## ABOUT ARMADA

Armada is an On-Demand Talent Solutions™ firm specializing in Software Development, IT, and Technical Project Management. For over 17 years, Armada has delivered On-Demand Talent Solutions for the world's most innovative companies. Headquartered in Silicon Valley, our highly-trained Talent Consultants can help you solve your toughest hiring challenges, quickly and cost effectively.

*"Armada is very proactive and has the right amount of communications when filling roles. The quality of contractors has been strong."*  
- VP, Engineering and Product Management