

CASE STUDY

Artlist: Achieving end-to-end Business Agility

Artlist is a leader in the field of creative technology and was created by movie creators, for movie creators. By producing quality and original music, sound effects, and footage, the company helps creators worldwide to develop quality content.

At the time of our engagement with Artlist, the company was struggling to make a transition from a startup relying heavily on the founders, to an established enterprise capable of growing fast while keeping nimble and fast.

AgileSparks solutions

- Management Workshop with the founders, to create the vision.
- Management Workshop with leaders from the entire organization, including HR, Legal, Finance, Creative, Marketing departments.
- Design and launch of an Agile Release Train (ART).
- Program Increment Planning.

Results

- 100% increase in revenue.
- 30% increased revenue per existing user.
- Significant improvements in time-to-market.
- Ability to launch a new product during the Covid-19 crisis.
- Ability to scale.



Our ability to continue moving fast during the Corona-virus crisis gave us irrefutable proof for the power of the Agile processes and mindset we adopted. The teams kept pushing forward enjoying the trust and ability to move autonomously, with clear alignment and decision-making processes."

Itzik Elbaz, CEO, Artlist