

# Optimizely Coaching and Co-Development

HOW BLEND HELPS YOUR DEVELOPMENT  
TEAM GET UP TO SPEED ON OPTIMIZEY.



It's a common situation. Your development team is ready to take on a new Optimizely site — or a new developer is ready to join the team — but your comfort level is not quite where you'd like it. You could use a resource who can help balance Optimizely best practices with your custom implementation.

That's where Blend Interactive's Optimizely Coaching and Co-Development comes in.

We are that resource.





## How Blend helps you get your project up to speed.

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Whether your development team would benefit from training on your custom Optimizely install, or simply needs direction on prioritizing a lagging project, Blend can help your team:

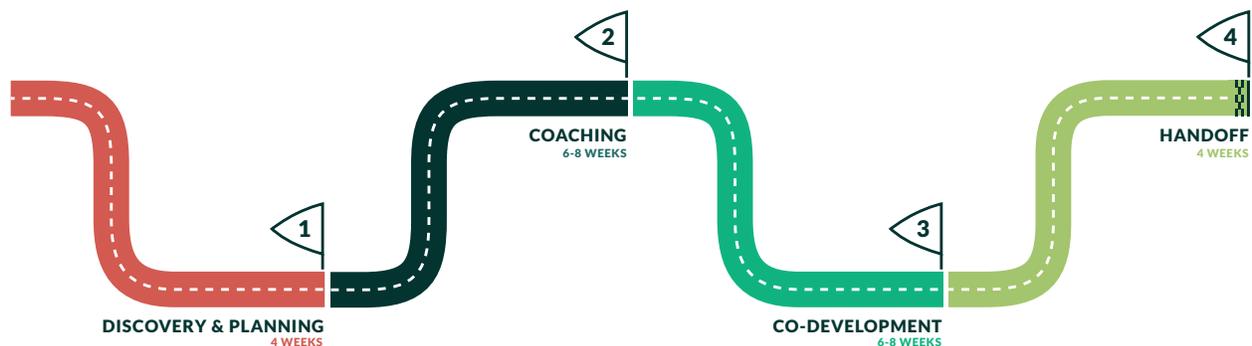
- ✓ Better understand the inner workings of your custom Optimizely implementation.
- ✓ Work with Optimizely best practices in mind.
- ✓ Develop within your custom installation with confidence — all while supported by our Optimizely experts.

“Some firms don’t play well with others, which can cause havoc for their unlucky clients who have to seamlessly mesh a diverse array of platforms, systems and providers. Blend has the ability to come into complex enterprise environments and make a difference without a lot of havoc.”

C. David Gammel,  
Author of *Online and on Mission*  
High Context Consulting

# How It Works.

Every project is different — especially yours. That's why Optimizely Coaching and Co-Development works to your strengths. Your team is brought up to speed through a custom coaching and handoff plan, which happens in four phases:



- 1 Discovery & Planning**

We review your existing code, workflow, or project goals in order to plan a custom roadmap for Optimizely adoption.
- 2 Coaching**

Your developers follow along as Blend takes the lead on key features and environments, learning the ropes and getting more comfortable with your custom implementation.
- 3 Co-Development**

Once comfortable, your development team takes the keys, with Blend working alongside as co-developers to ensure quality and success.
- 4 Handoff**

As your team reaches agreed-upon milestones, Blend eases out, providing code reviews and ongoing project support only as necessary.

# Where We Fit In.

Blend Interactive has been a Optimizely partner since they arrive in North America in 2008 — one of the longest partnerships on record. We've seen a lot of projects — and a lot of changes — and we use that history and expertise to make your team successful.

Optimizely Coaching and Co-Development will help bring your team up to speed with Optimizely. We will help you:

- ✓ Better understand a custom implementation
- ✓ Develop best practices for ongoing site support
- ✓ Create a roadmap for onboarding new developers
- ✓ Level set an existing project to align priorities and assess next steps
- ✓ Become “unstuck” with a lingering project
- ✓ Serve as backup for deeper Optimizely integrations and features



With Optimizely Coaching and Co-Development, we have one goal: empower you to manage your own Optimizely implementation — quickly. If your project or team needs a boost, we'd love to help.



Contact us at [coaching@blendinteractive.com](mailto:coaching@blendinteractive.com) and take the first steps.