

How we use IT to drive growth

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Debatmøde, Akademiet for de Tekniske Videnskaber, 10. Juni 2021

AREA9 RHAPSODE™

The World's First Four-Dimensional Adaptive Learning Platform

- Area9 Lyceum develops an e-learning platform
- It offers 4 Dimensional Adaptive Learning in any subject or discipline
- We have millions of users across schools, universities, corporations, government, etc.
- Our primary markets are US, EU, AUS, MENA, SE Asia

Area9 Lyceum

- Offices in Copenhagen, Boston, Leipzig, Bari, Tallinn, Kiev, St. Petersburg, Kharkiv, Tomsk. Most work from home
- We are ~220 people in total
- We have ~100 people in the technical department, mostly developers
- We develop our own software stack, based on our own programming platform
- In Denmark, we have just 7 technical people. Mostly management.



How we recruit developers

Preferably computer science-educated programmers.

Very selective recruiting. Hard programming test, judged on **correctness**, **time**, **code quality**. Long retention.

New programmers are trained in technologies, process and collaborative culture using automated training system and mentoring.



Technical Strategy

- We use IT for everything we can
- The platform is developed by us from scratch
- The platform is based on a functional programming language we developed
- We have no project managers. Instead, our platform runs the projects using automated workflow systems
- We have developed custom tools to handle recruiting, onboarding, continuous education, HR, GDPR & regulatory compliance, QA, marketing and sales
- All technical managers are programmers
- We automate things once the processes are stable

What is the crucial point for us?

We do not just use IT for our products.

We use IT for EVERYTHING.

The highest level in IT is crucial for us.

The highest level of IT people is crucial for us.

The highest level of education in IT is crucial for us.

The highest level of digitalisation.

IT environment in Denmark

Danish history of exceptional high level computer science educations (dataloger from KU & AAU). Historically, cand. scient.'s often at Ph. D. level.

But very few of them.

Lower educated developers (datamatiker, diplom, ITU candidates, bachelors, etc.) can develop, but not think the IT strategy into everything they do.

High level product design skills in general compared to other countries (*Danish Design - also in technical products*)

Hard to import good people to DK (foreigners unwelcome, politically, but also in Danish company culture)

Area9 wishes to the ideal IT environment

- Keep high IT educational level in Universities
- Increase number of M. Sc. and Ph. D. (“kandidater”) educated drastically
- Ease immigration for highly skilled developers (politically, legally, culturally)