



## BOOST YOUR R&D PRODUCTIVITY WITH NEAR-SHORE DEVELOPERS IN EUROPE

### Your Situation

- **Hiring Difficulties:** Due to a general shortage of qualified engineers in the EU labour market, you find it difficult to hire additional staff in the required time.
- **Missing Qualifications in Potential Hires:** Particularly in software engineering you cannot find the required qualifications or the necessary seniority in the available candidates and you are not able or willing to compromise on know-how and/or experience.
- **Lacking Reputation:** Your company is not known well enough to attract many spontaneous job applicants.
- **Delayed Product Introduction:** Due to delays in development, you are concerned that you could miss the ideal product launch window.
- **Limited Resource Budget:** Your R&D department needs more development engineers but you do not have enough additional positions in your budget.
- **Tight Budget for External Resources:** You cannot afford local consultants in the necessary quantity.
- **Increasing Acceptance for Remote Work:** Due to the Covid-19 epidemic, most of your IT employees already work from home.

### How Does Near-Shoring Work?

- **Set up a remote team:** Define the number of engineers and the qualifications you need and we will assist you in hiring the corresponding resources. The contractual formalities will be handled by a local legal entity but you will be directly responsible for the people management. These engineers will all be working remotely and in direct contact with you via permanent video and voice communication (e.g. Skype video) in English or German. Ideally they will be connected to your distributed configuration management system, your bug-tracking tool and your automated testing and integration facility (similar to the systems used for home-office work).
- **Keep key responsibilities in Switzerland:** Keep the roles of software architect, project manager, testing expert and at least one senior developer in your local team in Switzerland. Thus, you will keep all the key know-how about your products/solutions in house.

- **Organise initial introduction in Switzerland:** In order to build a good team spirit at the beginning of a collaboration, organise a 2-week local presence in Switzerland for all the near-shore resources. During this time they will get to know their work colleagues in Switzerland, the main aspects of the software to be developed and the important elements of your company culture.
- **Schedule daily stand-up meetings with the complete team:** Like in traditional agile developments teams (e.g. Scrum) schedule short, daily stand-up meetings which the near-shore resources attend via video conferencing infrastructure.
- **Embed near-shore resources in a larger team:** Watch that the near-shore developers are embedded in a larger team with similar qualifications, so that they are able to tap into the know-how of their colleagues. So even if e.g. you only employ a single remote developer, you will indirectly have access to a lot of know-how from other professionals.
- **Work with a Swiss contact for coordination:** By combining the presence of Sofismo in Switzerland with a remote partner in the nearshoring location, we provide a development partnership that combines cultural familiarity with the Swiss market and very attractive costs.

## Advantages of Nearshoring in Europe

- **In general, Eastern and Southern Europe are preferable to other locations:** The current low-price locations in Asia (e.g. India, China, Vietnam or the Philippines) will rarely provide an adequate quality/price ratio: The cultural fit will be bad, the average level of education and skills is worse than in Europe and regular travel will be difficult due to jet lag, flight costs, etc. Furthermore, in these countries employee fluctuation is very high especially if you do not raise salaries significantly every year (typically >15%). Experience shows that these locations are worse than Eastern and Southern Europe for small and midsize teams.
- **EU member states are getting expensive:** Eastern Europe had several attractive locations a few years back: Bulgaria, Romania, Lithuania, Estonia, Latvia, etc. These countries have very good skill levels, they are easy to travel to and the cultural fit is good. However, since these countries joined EU, prices have risen dramatically and the availability of qualified engineers is sinking rapidly because they often migrate to Western Europe.
- **Eastern and Southern European countries outside of the EU have great potential:** These countries basically consist of the territories of the former Soviet Union and Yugoslavia (mainly Serbia and Macedonia, since Slovenia and Croatia have already joined EU). In a concrete analysis done a few years ago, we ruled out Russia because of possible difficulties in enforcing legal claims and Macedonia because of inferior infrastructure. So Serbia, Ukraine and Belarus turn out to be a really good choice for near-shoring at a reasonable price and quality level.
- **Same time zone:** Serbia, Ukraine and Belarus are almost in the same time zone as Switzerland and less than 3 hours away by plane. Therefore, team meetings are easy to organise at very modest costs.
- **Minimal start-up costs:** Every near-shoring team is set up by Sofismo at no initial cost for recruitment, supporting staff/local management, office space, establishing legal entities, etc.

**Current Availabilities:** [Click here](#)