Leveraging offshore development teams in the post-pandemic world

Introduction

In the past year, the business landscape experienced swift and unexpected changes, **leading to diversification to remain competitive** and capture emerging prospects.

In times of crisis, certain businesses thrive, and many adopt digitalisation ahead of schedule.

This rapid digital transformation, as anticipated, has become a **primary focus for IT decision-makers** seeking to expand into new markets and safeguard their operations.
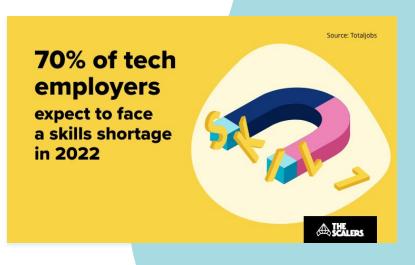
So, let's take a closer look at how you can **leverage offshore development teams** to give your business a competitive edge!

Top talent oasis

Western Europe has long grappled with skills shortages, which have worsened in the past year. The **battle for tech talent is fierce, with demand for developers in the U.K.** rising by 15.5% from June to July 2020, exacerbating the skills crisis.

If Western Europe faces a talent drought, **offshore talent pools emerge as an oasis for building software development teams**. You might wonder, "Isn't that outsourcing?" It's a good question, so let's go through the key differences.

Source: Totaljobs

70% of tech employers expect to face a skills shortage in 2022

THE SCALERS

Short-term vs. long-term value

Dedicated offshore development:

- Offers **a fully integrated team** tailored to your needs
- Prioritises **long-term value**, collaboration, and cultural alignment over mere cost and speed

Outsourced development:

- Suits **short-term projects**

An integrated team is the way to go for lasting business resilience and transformation.

Global talent pool exploration

IT decision-makers (ITDMs) striving for recovery must present a compelling business case highlighting that building development teams this way **grants access to untapped, highly skilled engineers without the steep costs** associated with cities like London or Paris.

These engineers should also fully integrate into the business, seamlessly augmenting the HQ team.

Conclusion

Differentiating between **project-based outsourcing and value-based offshoring is critical**, but making it work is straightforward with the right approach.

To onboard new engineers seamlessly, having a clear company vision is a must – it helps with cultural alignment. Understanding local legalities is crucial for **setting up a development centre abroad**, and that's where an offshoring partner comes in handy.

Contact The Scalers today and take the first step towards building your offshore team for success!

Thank you

THE SCALERS