



# LOCALSHORING IN 2021

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# INTRODUCTION

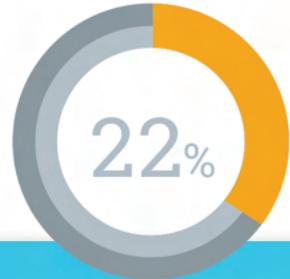
With the demand for software development on the rise, companies are struggling to retain internal software developers and continue to deliver successful software releases. As the market demand increases, organizations that are not currently outsourcing part or all of their software development are now finding themselves creating new software development outsourcing strategies. One of the first solutions that comes to mind to help solve this problem is the idea of offshoring.

However, what organizations need to know is that the offshoring model that was created over 20 years ago, does not successfully work in today's fast-changing business environment. Companies found it beneficial to complete internal gathering requirements from the business, and then have the offshore team code overnight at a cheaper cost.

However, using today's software development practices, this has proven to cause consistent friction with real-time collaboration needed throughout the process.

Offshoring organizations are currently trying to close the communication gap and produce a higher quality of code. One of the biggest problems can be attributed to offshoring companies not fully utilizing the Agile methodology that makes a much tighter communication bridge between the outsourcing development group, and the business. Operating in an Agile environment, software developers must collaborate with a cross-functional team to constantly learn from client feedback and deliver new code that can be tested with real clients every two weeks.

An Agile approach serves to speed up the velocity at which a company can test hypotheses about what the client wants without wasted time and effort. During this process, iteration is critical. Software developers will deliver a minimum viable product (MVP) and quickly test the functionality and get feedback. They'll gain valuable feedback from real clients and gradually edit the tasks until the product is completed. However, with the traditional software offshoring model, a high level of flexibility and iteration velocity is tough to achieve. Much of the technology today requires complex solutions, and the old model of offshoring code will not solve these problems. In today's environment, offshoring actually increases time and cost to a project with more back and forth communication needed. While companies are looking for much-needed partnerships to continue, there is still one glaring problem in today's technology world. Traditional software offshoring does not work as efficiently in Agile development.



**“Employment needed for software developers is projected to grow 22% by 2029.”**

Bureau of Labor Statistics

# WHAT IS LOCALSHORING?

Localshoring allows organizations to outsource its software development and data with local presence and provide better collaboration to produce successful projects. The reason localshoring was created is because of the countless failed offshoring use cases that include: lack of communication, low-quality code, internal stress on the team, and employee turnover which only compounds the problems with offshoring. Localshoring utilizes solutions to help organizations eliminate these challenges and help deliver successful code and keep internal employees and organizations satisfied.



The Localshoring process focuses on getting it right from the start of the first meeting, throughout the deployment, and into production, all while producing high-quality code using up-to-date coding standards and practices. Internal teams can find themselves stuck and struggling to find a better solution. Bringing in a fresh set of eyes to a project will always help bring new ideas to the project while providing support to the internal team. Localshoring allows organizations to focus on what the business does best, and we take on what we do best - software development.



# BENEFITS OF LOCALSHORING?



The benefits of localshoring start with communication; in our Agility and Digital Transformation age, software development requires a high degree of requirements gathering and collaboration. The communication breakdown that happens with offshoring is one of the most prominent challenges organizations face when outsourcing.

Instead, we are updating legacy systems to new environments or starting a project from the ground up, getting reasonable requirements in the beginning of the process, and then verifying the communication throughout the process helps keep projects on time and budget.

**“My internal team was so busy that the project we had tasked would have taken a year due to the back and forth of the new project and maintaining the current business applications we currently serve. We brought in SEQTEK and I was able to hand off the project to them and it was successfully completed in four months.”**

SEQTEK Customer

Building software is a moving target. Throughout the process, there will always be a roadblock or a challenge. With Localshoring, we allow our clients access to our portal to keep up with the progress and tasks of the project. Localshoring requires two weeks sprints so that every two weeks, our partners get to see the progress; If anything gets off track, we can be on a call, on a flight, or in a meeting room as needed. Localshoring allows companies to use resources to work collaboratively together in their region and help eliminate unnecessary risks.



# TOP CHALLENGES WITH OFFSHORING



**Miscommunication**



**Internal Team Frustrations**



**Employee Turnover**



**Disconnect on  
Skill Sets Needed**



**Bug Filled Code**

# CONCLUSION

Offshoring software development models will not go away and they will always have a use. They will continue to be a cheaper option for outsourcing certain projects. The conclusion that companies will have to come to terms with is if their projects are worth the risk and considered lower level software products.

Companies that are actively moving their companies forward in the 21st century and looking for quality and innovation are looking for dependability and communication in a partner communication in a partner. Localshoring continues to provide higher velocity and faster speed to market times with quality code and a better overall customer experience for the business and its internal employees. As the demand for software development expands, the brainpower will continue to spread thin making it harder for organizations to find talented developers and trusted partners.



We hire only the Top 10%  
of Tech Talent



Over 20 Years  
of Experience



Full Transparency Through  
Our Agile Methodology

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