



Digital Dividend

5

CRUCIAL THINGS YOU **MUST KNOW
BEFORE HIRING IT-CONSULTANTS OR
OUTSOURCING SOFTWARE DEVELOPMENT**

Revealed: 5 Keys to ensure **success when
hiring IT-consultants or outsourcing
software development to grow your
business faster**



Digital Dividend

Introduction

Dear entrepreneur, business builder. company owner or project leader,

Are you looking for ways to find and hire the perfect developers, or a software development agency to help achieve your hopes and objectives, without breaking the bank, so you can focus on achieving and doing what you really want?

This E-book will help you learn how to outsource with success, and hire perfectly suited developers in a way that nearly guarantees success without much of a fluff.

So why are we sharing this, you might ask? Full transparency.

Our hope is that you will find this book so valuable you will want to work with us and become Digital Dividends next success story.

But even if you won't, we still hope you will find all the advice given in this book highly valuable. Because they are.



How do we know?

Having been in the industry for +15 years, serving start-ups, SME's as well as enterprises, and having launched +300 successful projects with clients in 5 continents, we have followed the industry evolution closely.

We've seen what works and what is needed to create a successful team and partnership with clients hiring our passionate and devoted developers. We have learnt from carrying about our clients, from observing and listening.

These strategies have worked for us. We have made them work for our clients. And now we are here to teach you how to make them work for you.

Ready to dive in? Let's start with looking at the challenge we're facing.



The real challenges of finding relevant technical expertise

As technological advancements are pressing more industries and businesses to go digital, the accumulated demand for tech professionals continues to grow each year and tech roles become harder to fill in. Based on an Indeed survey¹ on hiring managers and technical recruiters, 86% of the respondents said that it's a challenge for them to find and hire software engineers.

And according to the U.S. Labor statistics², as of December 2020, the global talent shortage amounted to 40 million skilled workers worldwide. By 2030, the global talent shortage is expected to reach 85.2 million³, and companies worldwide risk losing an astonishing \$8.4 trillion in revenue because of the lack of skilled talent.

But let's dive deeper. Because the reality is that this is more complicated than just a shortage of developers. It's not primarily the lack of developers, but the pool of candidates with *relevant* technical skills, which is the leading cause of shortage.

Despite the growing number of tech graduates in recent years, 67% of recruiters still struggle to find top quality candidates with the right skills they need, according to Jobvite's 2018 Job Seeker Nation Report⁴.

And according to CBI, Ministry of foreign affairs⁵, more than half of European recruiting IT-specialists has difficulties in filling their vacancies.

1) <https://www.indeed.com/lead/impact-of-tech-talent-shortage>

2) <https://www.daxx.com/blog/development-trends/software-developer-shortage-us#The%20US%20Tech%20Talent%20Shortage%20Statistics%20in%202020>

3) <https://www.kornferry.com/insights/featured-topics/future-of-work>

4) <https://www.jobvite.com/wp-content/uploads/2018/11/2018-Recruiter-Nation-Study.pdf>

5) <https://www.cbi.eu/market-information/outsourcing-itobpo/software-development-services/market-potential>



Due to the vast complexity of hiring developers, more and more turn to outsourcing and hiring consultants to fill gaps faster, and offshoring to lowering costs.

A study by Deloitte² shows that 70% of companies who choose to outsource their software development projects, do so to save money.

However, Software Outsourcing can be risky as much as hiring or recruiting in-house developers. Unless done right.

Our client AppNavi reached out us after some disappointing outsourcing efforts with other suppliers, which partly resulted from a lack of processes in place for effective communication as well as alignment on vision and culture. They had a superb project and needed to add developers to take it from an MVP to an Enterprise ready solution. Our alignment model and strong preparations gave solid ground for success. Today AppNavi is enjoying a successfully launched solution used by large and well known Enterprises with hundreds thousands of users.

Outsourcing without the right preparations leaves you with a risk of being at the same place the year after, without a ready product, with a curtailed budget and competitors 1 year stronger than you.

So, with all these challenges connected to outsourcing software development or hiring consultants, the right question to ask is *how do you overcome these?*

Well, that's why we are here for you! So let's move to the positive side of the story

It's time to talk about proven steps that will help you succeed with outsourcing or hiring consultants and bring the desired result!

1) <https://www2.deloitte.com/global/en/pages/operations/articles/gx-global-outsourcing-survey.html>



1.

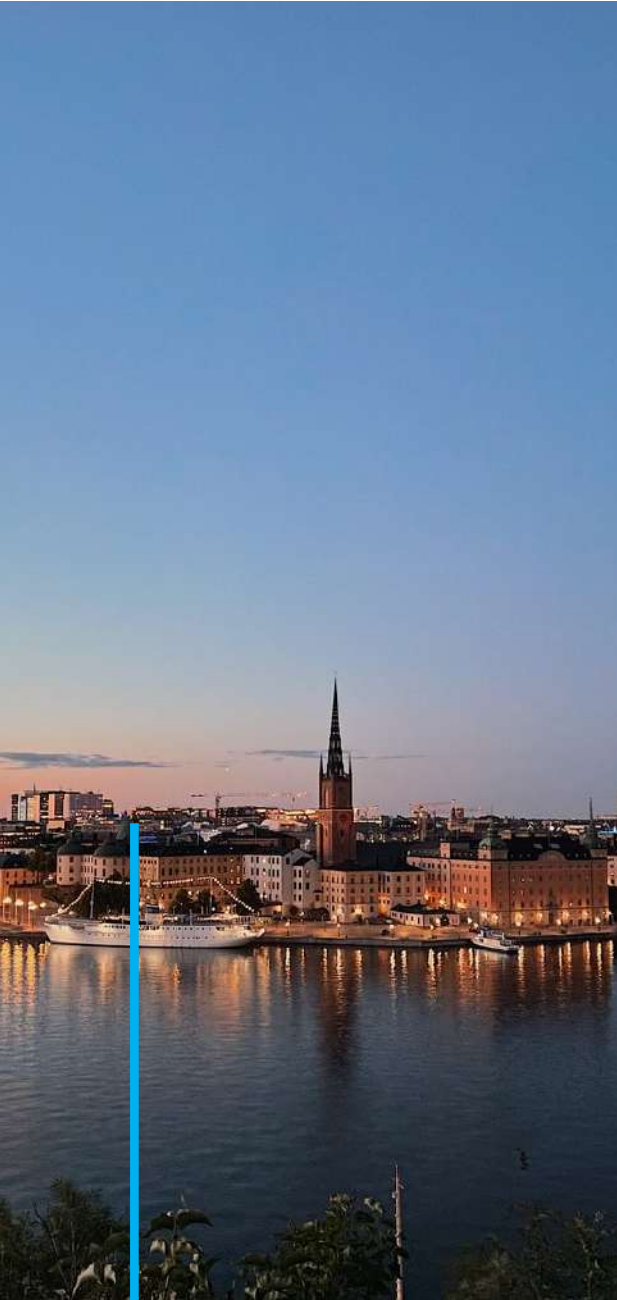
Knowing your objectives, budget and needed service model is key for success

Developing an effective strategy for outsourcing our hiring consultants helps you overcome all possible challenges and enjoy a successful collaboration. With a specific strategy, outsourcing is performed in a more gradual and organized manner. Here are three recommended practices to include in your plan:

Set clear goals

An effective strategy starts with clear objectives. Your company might need IT-consultants to expand an inhouse team or lowering operational costs, or to establish new digital solutions to get more clients, or improve existing ones for meeting customer expectations. And obviously different objectives imply different KPIs. Subsequently; Starting with a clear why then identifying, measurable goals will help assuring that the project or hired IT-consultant delivers the desired value.





Plan your Budget

Outsourcing does not just happen. You have to plan for it, which includes setting apart a budget for it. Therefore, research what it will cost to outsource the task or project you have in mind, so that you can set a budget aside.

IT outsourcing vendors normally charge by average per hour rates, and it can be anywhere from 20 USD to 70 USD per hour for some off-shore vendors, and 100 USD to more than 190 USD in the western market.

Choose an IT Outsourcing Model

Once you know what to achieve, you need to decide for an outsourcing model. This will help you in knowing what partner to choose.

The most common model is called *staff augmentation*. This means having external employees who take care of specific tasks while following all your directives. Here you are leading the consultants.

The second one is a *project-based model* where the IT-partner have full control over a specific project from start to finish.

Finally, the last one is a *dedicated consultancy model*, which implies hiring outside consultants to extend an in-house team and capacity. Here your IT-partner provides a development team that works only on your project.

Naturally, your choice will be down to the nature of your current organisation and objectives, but also whether you have time to manage a team, or need help with that as well.



2.

An pre-defined onboarding plan ensures successful and effective communication

The benefits of outsourcing can deliver great results for your business. But achieving these requires careful investment of management and time.

Preparing onboarding processes will help you massively in making the shift to a model including outsourcing, and lay the ground for a successful collaboration.

This might sound like loads of work in preparation, but it can be made simple. We've outlined a short list of to-do's for your convenience.



A few things to consider in your preparations are as follows:

- Clear written role descriptions for the positions you are hiring
- An introduction document for consultants about your business, culture and expectations on ways of working.
- Setting clear responsibilities and possibly also KPIs to follow
- Communication plans for aligning in-house and remote teams for greater unity. This should include;
 - Sharing project vision and key message
 - Regular feedback
 - Appreciation

Preparing your onboarding process ahead will help you off to faster start, and a better working team.



3.

Validating effective communication and technical knowledge is fundamental

Software development requires frequent collaboration between decisionmakers and the development team.

Even though tools such as Google Meet, Zoom, and Slack make collaboration possible without lots of in-person meetings there is still often a need face to face conversations. You need to be able to jump on the call at least for two hours per day if a situation requires it.

For that reason, time and language differences, and processes in place to handle it is a key factor. At Digital Dividend, we adjust working hours for remote developers to align better with clients in other time zones and only hire developers with top English-speaking skills. This helps establishing solid communication levels.



The first quality to look for when hiring developers is technical knowledge. And overall technical excellence is something that speaks very well through past missions and jobs.

Make sure to check for references, history of work, case studies and perhaps even ask for an existing or earlier client to call.

Openness to share references is a strong indicator of whether the company is a potential goldmine or not.

The developer should be familiar with the programming language that you will be using and should have experience in the field of application that you are building the program for.

When presented with a CV, check that a proven record of past experience is clearly visible.



4.

A customer centric approach in place will set you up for real success

Let us put it this way, a software development agency will be an extension of your company.

They will influence not only how you develop software but also some of the business processes.

When outsourcing or hiring consultants, alignment on culture, current ways of working and project visions is an absolute key.

If there is one thing to remember from this E-book, this is it!



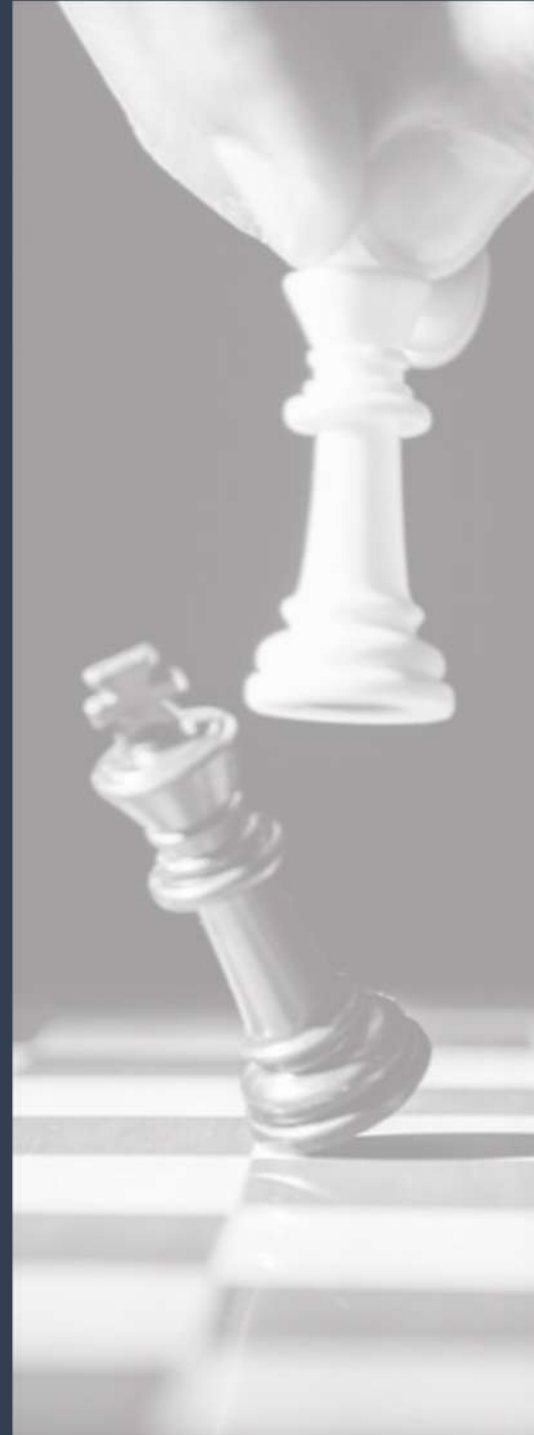
Check if they have local experience, knowledge or even a local office? If so, how long have they been in the market?

Also, if you want to move fast with small to medium-size teams, and have access to the developers, project leaders, or even founders, and get professional advices tailored to your needs. then select someone who takes care of every customer with the same passion regardless of their size.

Again, ask for references, and read case studies. Are they known to offer best guidance on best solutions and more perspectives? But more than so, ask for willingness to

- Send developers to your local office for thorough onboarding
- Initial face-to-face calls with the team before onboarding
- Have them pre-study your prepared descriptions of project, company, culture and current ways of working

It's also recommended to go through current communication tools and ways of dealing with potential issues, and ask if they are willing to adapt to your preferred toolsets.



5.

Why thinking in terms of partnerships and working only with agencies offering complimentary services is a must.

A good rule of thumb is to engage with the smallest possible number of agencies to avoid unnecessary coordination activities and repetition.

Don't take our word for granted and read more about what Patrik Dholakiya at the Entrepreneur¹ says about working in silos yourself

"Much as we believe that we are most productive in our little silos, the fundamental fact remains that humans are social animals. By denying the opportunity to collaborate and cross-pollinate ideas, businesses contribute to their own speedy demise."

1) <https://www.entrepreneur.com/article/250477>



Anyhow, the absolute minimum is to select a partner that covers not only software development but also production release and maintenance.

When evaluating potential partners, make sure to check their complete range of expertise and complimentary services. Doing so can save you many hours in the long run.

We're not going to lie to you. Finding the right outsourcing partner isn't easy. You got to be willing to work for it. But with these keys, you better prepared to succeed.

The rest is up to you.

Now, let us ask you a question.



How would you like to succeed with outsourcing by finding a perfect, reliable and proven partner right away?

When done right, hiring consultants or outsourcing software development is an effective and cost-effective way to boost your business and get you where you want.

REASONS TO HIRE CONSULTANTS FROM US

- ✎ Pre-qualified developers with matching skills in the right time for your needs
- ✎ CV's shared within 5 workdays
- ✎ Cost-Efficiency
- ✎ Alignment for time zone differences if needed
- ✎ When hiring remote developers, we offer to send them to your office for onboarding
- ✎ Flexible contracts
- ✎ Pay only for worked hours
- ✎ Expert guidance
- ✎ Option to cancel after the first 4 weeks without making any payment if you are not happy

REASONS TO CHOOSE OUR DEVELOPMENT SERVICES

- ✎ Help from idea to MVP and launched solution including design, UX and testing
- ✎ Real experienced specialists (+300 projects developed in +15 years and a 4.7/5 Clutch rating)
- ✎ Experts in leading technology
- ✎ Free choice of management tools
- ✎ Direct contact and face to face meetings with assigned developers
- ✎ Dedicated support
- ✎ 100% ownership of the source code for you as a client

But that's not all.....



If you are not happy after the first 4 weeks, then you don't pay! How come we do this? Because we are careful in approving projects where we know we are a perfect fit. We are a partner who walks the extra mile for our clients.

Maybe you have been given many promises from other vendors before but were left disappointed? Or maybe it's your first time hiring consultants or outsourcing. Don't just take our word for it. Wherever you are in your journey, we are more than happy to share case studies and customer references for you to call.

Here's what Carsten Neumann, CEO, AppNavi GmbH, one of our clients have to say.; [You can read the full story here](#)

“
Our focus is not on the development, but in creating business models. For us it was important to find a company that can help challenge our ideas, and to advise on best practices and develop in the best possible, efficient and structured way. Having a partner that understands your needs is key to success. We feel Digital Dividend fits all those boxes, and we strongly recommend working with them
“

So, if you are in a need for hiring developers and contemplating outsourcing, then let's do this...



Let's schedule a **quick call** with one of our experts. In the call we will help you to;

1

Validate

and find out if Digital Dividend is a well-suited choice for you as we discuss your hopes, needs and expectations.

2

Explore

how we work, and each step needed for a successful collaboration

Click the button below to schedule your personal call.

SCHEDULE YOUR CALL HERE

You can also email hej@digital-dividend.se to setup a time for your call



Digital Dividend