

OUTSOURCING

**THE PROVEN FORMULA
TO GROW YOUR BUSINESS**

50%
FASTER

&

40%
**LESS
COSTS**

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INTRODUCTION

THE KEY TO GROWTH IS THE INTRODUCTION OF HIGHER DIMENSIONS OF CONSCIOUSNESS

As the software development market continues to grow, companies constantly look for professional experts at a reasonable cost. Hiring qualified tech experts has become a pain in the neck because candidates who are really good at what they do, available right now, willing to relocate, and don't cost a fortune are unfortunately scarce.

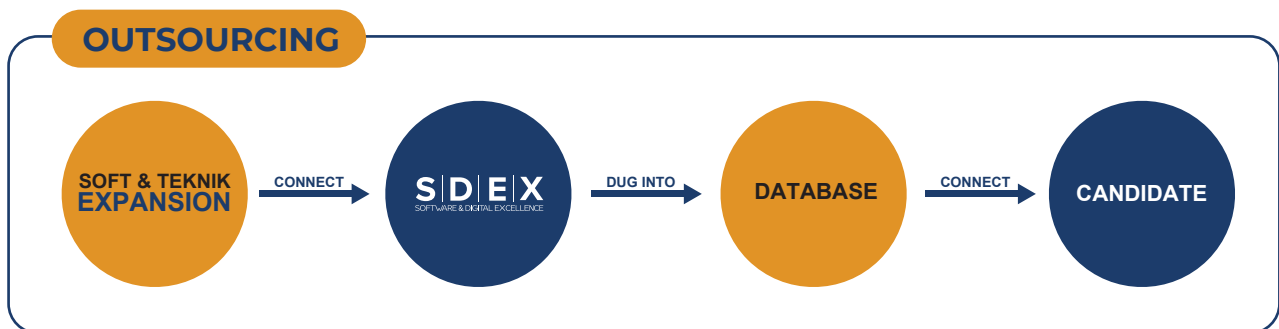
Like most of its European neighbors, the tech professionals' shortage in Denmark is an increasing concern to many employers. Major companies and tech giants have relied on outsourcing at some phases to fill the talent gap.

You have probably heard a lot about Slack - An application that facilitates communication between employees - but what you don't know is that the company that is now valued at nearly \$3 billion has relied on outsourcing during the initial stages of its product development.

So what is **OUTSOURCING?**

Outsourcing is a business practice in which a company hires a third party (the outsourcing provider) either domestically or internationally to carry out a specific task or service.

Take our client Soft & TEKNIK as an example, their internal tech team was expanding. So they reached out to SDEX to outsource a senior full-stack developer. We dug into our database and connected them with a who was eventually hired to work alongside their in-house developers.



Should you be afraid of outsourcing your software development?

Over the last decade and with the outbreak of the coronavirus, business owners have realized that there are many reasons that companies both big and small have an outsourcing vendor that supplies them with tech experts. Hiring outsourced developers isn't really daunting as it seems. Boosting productivity and reducing overhead costs are among the main benefits of outsourcing.

Like anything in the business world, you need to do your research, be smart and cautions before making any decision. After that, most of what you knew about outsourcing was completely nothing but a myth.

MYTH 1

OUTSOURCED DEVELOPERS WILL NEVER BE IN THE LOOP

Simply put, your outsourced developers are part of your team. They adapt to your business and culture so you can maintain the level of control you want.

MYTH
2

THERE ARE MANY HIDDEN COSTS

Many companies decide to outsource with only a vague idea of what they need to pay. When hiring a full-time employee, you need to take into account their salary, social and medical insurance, bonuses, overtime plus the infrastructure costs such as an appealing and fully equipped workspace. Outsourcing allows you to cut all costs and pay only your developers' salary - which is also less than the average salary of developers in your location. The result is reduced costs by more than 40%. We will further elaborate on the saving formula in the next chapters, so stay tuned!

MYTH
3

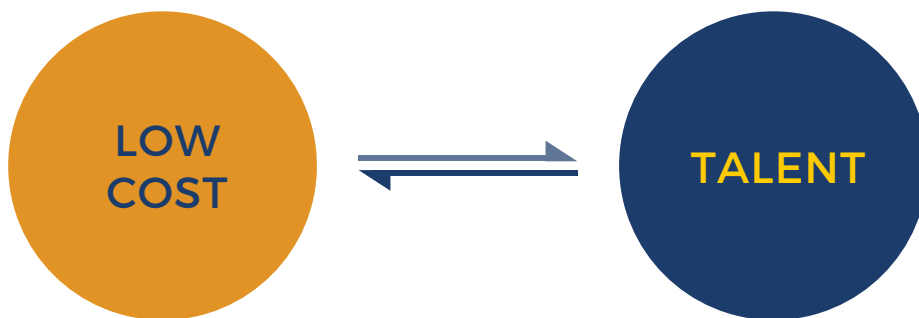
OUTSOURCING MEANS LOWER QUALITY

Choosing an outsourcing partner that is well-established in the industry guarantees you maintain a high standard of quality. Outsourcing vendors have years of experience in recruiting tech candidates using advanced recruiting technology. At SDEX for example, we have specialized technical recruiters who have an in-depth knowledge of the industry and lend their understanding of the market to the process which leads to better hires.

OUTSOURCING DESTINATIONS

Over the past years, the primary outsourcing destinations like India, Pakistan, Ukraine, Vietnam, and Indonesia were known for their low cost and wide talent pool. Recently, more countries have emerged to offer the same quality of services with a lower cost, such as, Egypt.

Egypt has really made its mark on the map, when it comes to outsourcing and Microsoft, IBM; Oracle, Vodafone, Intel, Tele performance and Wipro are just some of the leading multinational companies who chose Egypt as their regional location center.



EGYPT

A PROMISING OUTSOURCING DESTINATION

Egypt is known for its rich cultural history, but did you know that Egypt in 2016 was named the best outsourcing destination? Here are the 4 best reasons why Egypt is the best outsourcing destination.



Talent pool

There are almost 50.000 engineering graduates in Egypt every year. It's worth mentioning that Cairo has some of the eldest and most reputable engineering schools in the Middle east. Ten of those engineering universities are featured in the QS Top World University ranking. This constitutes a huge unexplored talent pool of ambitious tech specialists and actually 90% of all Egyptian developers have higher education degrees in IT related fields.

Language skills

Egyptians mother tongue is Arabic, but the business language in Egypt is English. Companies of all sizes use English as the primary communication language. The Egyptians are therefore perfectly suited to work in international environments and especially the European ones.

Work Culture

A large proportion of Egyptian developers have worked with international companies at some point of their career. They are, therefore, adaptable to any workplace and settings. Keep in mind that, when you choose to outsource Egyptian developers with SDEX, they are employed in a Danish founded company and they adhere to our Danish work ethics and culture.

Time Zone

Working across different time zone is a hassle that can be avoided. Egypt shares the same time zone as Denmark so you won't face any issues with regard to communicating with your developers.

THE FORMULA TO SUCCESS.

By outsourcing their software development, PropertyWatch achieved great success and reduced their recruitment costs by 60%.

Instead of paying \$4K per developer every month

They paid only pay \$1.5K/month all-inclusive

SDEX simply worked its magic and within 2 weeks, PropertyWatch received the profiles of shortlisted candidates and agreed to hire a team of 4.

The result was:

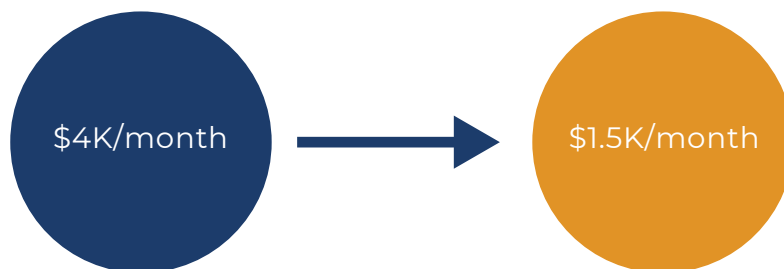
Almost 60% saved costs

Faster product development

They avoided the pain of paying for infrastructure costs

Increased employee retention rate

The reduced overhead costs were used to invest in the product itself and deliver it to the market faster than competitors.



PERFECT PARTNER

Capabilities to look for when choosing an outsourcing partner

INDUSTRY/TECHNICAL EXPERIENCE

We leverage our expertise and knowledge in the software industry to provide you with the right talent that is fit for skills and culture. Our specialized tech recruiters are trained to recruit for any technical vacancy, especially the hard-to-fill skill sets.

GUARANTEE PERIOD

Most outsourcing providers offer a guarantee period where you can test your developers for a certain period of time before you decide to hire them for the long-term. At SDEX, we offer you a trial period that is not less than 2 weeks.

PERFECT PARTNER CAPABILITIES TO LOOK FOR WHEN CHOOSING AN OUTSOURCING PARTNER

TALENT POOL

Now that you're looking for an outsourcing partner, consider choosing the best outsourcing destination that fits your business needs. When making such a decision, consider factors like culture and language, time zone differences, cost, and geographical locations. Our Danish clients, for example, have found it easy to communicate with Egyptian developers because they share similar business values and standards.

COST

Choosing the cheapest outsourcing vendor is a no brainer. We recommend that you compare the prices of various outsourcing vendors in order to make the best decision without compromising on the quality. Hint: To mitigate risks, you may ask the outsourcing vendor for a free trial as we discussed above.

Start your outsourcing journey.

YOUR RELIABLE OUTSOURCING PARTNER

Driven by our Danish standards and values, we combine our business know-how with technical expertise to create a bridge between the East and the West. Hire a developer today for 2 weeks for FREE.

READY TO START YOUR
OUTSOURCING JOURNEY?



START YOUR OUTSOURCING JOURNEY

Since I started SDEX, my goal has been to utilize the best of the Danish and the Egyptian markets to build stronger tech-oriented businesses. Over the years, I found that leveraging global talent has become an invaluable tool for companies that want to grow quickly and scale smart. Through SDEX, companies like PropertyWatch, Link Development, ARPUPLUS, and Soft & TEKNIK have built top-performing product teams and created exceptional growth as compared to competitors.



If you want my advice, I strongly believe that this is something you need to try right now. If you schedule a call with me, I will walk you through the process of expanding your team, how we vet talent, and how much you will be able to save. This strategy call is intended to give you a detailed overview of how we can work together to bring your development to the next level.

Here's what you can expect during the call:

- Introduction about SDEX (Who we are, vision)
- Introduction about your business (industry, challenges, team)
- SDEX solution and recruitment process
- Samples of candidates.

[SCHEDULE A CALL](#)



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