



Why is Poland an
**ideal country for
nearshoring
cooperation?**

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American and Western European companies aim to save 40-50 percent on IT professionals' salaries when they recruit from Poland.

According to Huntly, many American and Western European IT companies are interested in the Polish market but face difficulties in recruiting due to unfamiliarity and intense competition. It has been revealed that these companies aim to save as much as 40-50 percent on salaries when they recruit IT professionals in Poland and other Eastern European countries.

According to Huntly's data, recruiters can earn the most by assisting in finding individuals for positions such as Software Engineer, DevOps Engineer, and Data Scientist, which are among the top three most sought-after IT professions worldwide.

Top 10 most in-demand positions in the IT market in February 2023.



Huntly created the „Ranking of the Most In-Demand IT Positions” by analyzing the number of job offers on popular platforms such as Glassdoor, Indeed, LinkedIn, and Dice, which are commonly used by Western companies in their recruitment efforts.

Cost savings on salaries are driving the interest in IT recruitment in Poland.

According to Huntly, software engineers in the USA and Western Europe can expect an average salary ranging from \$95,000 to \$120,000 per year. However, employees from

Eastern Europe can expect an average salary of around \$30,000 to \$60,000. In the USA and Western Europe, individuals in positions such as Data Scientist, DevOps Engineer, Cloud Architect, and Cybersecurity Engineer typically receive annual salaries ranging from \$100,000 to \$160,000, depending on the specific role. In our region of Europe, the average salaries for these positions range from \$30,000 to \$90,000.

Indeed, the main reason for seeking IT employees in Poland is the opportunity to achieve significant savings on salaries.

There is also a notable difference in salaries for positions such as Product Manager, UX/UI Designer, Network Engineer, Mobile Application Developer, and Business Analysts.

In the USA and Western Europe, IT professionals can expect more competitive salaries, as the average earnings in those regions range from \$80,000 to \$150,000 per year.

In Eastern Europe, salaries for these positions typically fall within the range of \$25,000 to \$70,000 per year.

Western companies are seeking experienced software engineers in our region.

Data from the global market confirms the statistics provided by Huntly, which state that the highest number of CVs are received for positions such as Senior Software Engineer (Java/.NET/C++/Python), accounting for 70 percent of the applications. DevOps Engineer positions are also frequently sought after.

According to the company, this demonstrates that Eastern Europe offers a pool of highly qualified specialists for American and Western European entities.

„The main reason for seeking IT employees in Poland is the opportunity to achieve significant savings on salaries.”

5 REASONS TO CHOOSE POLAND AS A NEARSHORING PROVIDER

Do you want to work with the best IT specialists, but don't want to recruit and hire them on your own? The IT outsourcing service was created with such entrepreneurs in mind. The question remains, however, what country will work best to provide an IT team? For European businessmen, the answer is simple - it is Poland. Learn 5 reasons why you should choose Poland as a nearshoring provider.

Nearshoring IT - what are its characteristics?

Nearshoring service perfectly combines the advantages of offshoring and onshoring, while offsetting the disadvantages of both. Thanks to geographical, cultural, linguistic and mental proximity, cooperation with an external IT team runs smoothly, and you are able to solve any problems during standard working hours. At the same time, the cost of such a service is the most optimized, taking into account the quality of the service to its price.

But do you know what country your IT nearshoring provider should come from? For many European companies, the answer is obvious. The best outsourcing is the one that originates in Poland. When deciding on such an option, you can count on:

- **cooperation with the best IT specialists,**
- **efficient communication in English,**
- **relatively low labor costs,**
- **efficient cooperation in a convenient time zone,**
- **high work ethic.**

What does it look like in practice?

Real specialists

If you decide on nearshoring, you want to be sure that some of the best IT specialists on the market will work for you. And that's the guarantee you get by working with a nearshoring provider from Poland. Polish programmers are considered to be among the best. On top of that, they are well versed in various environments, such as Javascript, C# or Python.

We should add that most Polish programmers have a university degree. Interestingly, it is not always related to programming or application development. Polish IT specialists often graduated with degrees in fields such as mathematics, physics or statistics, which makes them versatile in their knowledge and able to be very creative in their work.

Very good knowledge of English

One of the disadvantages of outsourcing is the possible language barrier. It's hard to carry out complex projects when you can only rely on translators. In the case of nearshoring from Poland, this should not be much of a problem. The majority of Polish IT professionals are people who speak English very well, both spoken and written. And this allows for efficient communication during the implementation of outsourced tasks.

Relatively low labor cost

There is no denying that it costs money to maintain a good IT team. There is still a shortage of specialists on the market, which means that potential employees can afford to set high salary requirements. However, even taking this into account, taking advantage of nearshoring in Poland will still pay off.

First, with nearshoring, you don't incur the cost of recruiting and hiring a full-time IT specialist. Second, the cost of nearshoring in Poland is lower than if you wanted to use this service in other countries. Also, the cost/quality comparison puts nearshoring from Poland in a high position.

Common time zone

Although today's technology makes it possible to conduct remote meetings between colleagues located in different corners of the world, the difference in time zones makes it very difficult to set a date that will suit each party. In the case of nearshoring, there is no such problem. Any European company using nearshoring in Poland is sure to appreciate the fact of overlapping working hours where you can communicate with each other in real time.

Add to this the fact that also traveling to and from Poland is not a major problem. If it becomes necessary to arrange a personal meeting, such a trip will be neither costly nor time-consuming.

High work culture

It is also worth adding that Polish IT specialists are characterized by a high work culture. They are conscientious, punctual and willing to take on new challenges. On top of that, they value the opportunity to acquire new competencies. They also have no problems following orders or accepting feedback. All this makes cooperation with such an IT team smooth and trouble-free.

How to find the best IT specialists?

IT specialists from Poland have long been regarded as some of the best. However, there is no denying the fact that when hiring a person blindly, you can't be sure that you don't end up with an infamous exception. That is why it is so important to verify the competence of potential employees. This, however, is what makes building an IT team so difficult, expensive and time-consuming. This is also one of the main reasons why more and more companies prefer to use IT outsourcing. In this case, the entire process of finding and vetting potential IT employees falls on the outsourcing company.

STARTING A NEARSHORE PARTNER - WHAT BENEFITS CAN IT BRING?

How is your search for IT specialists going? Are you tired of protracted recruitment efforts that often end in failure? Or maybe you just don't have the budget to hire the best IT staff for your company? With help comes a nearshoring service that will give you access to the best specialists in your field without costly and time-consuming recruitment. Check out what exactly you can gain by starting cooperation with a nearshore partner.

What kind of IT outsourcing should you choose?

If you have decided on IT outsourcing, you still need to decide which variant of this service you want to use. You can choose from the following options:

- **onshore** - transfer of processes, tasks and projects for implementation to an external company that is located in the same country,
- **nearshore** - transfer of processes, tasks and projects for implementation to an external company that is located in a geographically, culturally and linguistically close country,
- **offshore** - transfer of processes, tasks and projects for execution to an external company that is located in a country that is geographically, culturally and linguistically distant.

Each of these forms of IT outsourcing has its own advantages and disadvantages. Here's a look at the most important benefits you can count on by opting for IT nearshoring.

Why start working with a nearshore partner?

The most important benefits of nearshoring include:

- **cost reduction,**
- **time savings,**
- **access to the best IT specialists,**
- **cooperation with the IT team in real time,**
- **supervision of project implementation,**
- **only slight cultural and language differences.**

Let's discuss them in more detail.

1. Cost reduction

Using nearshoring is all about cost reduction. And this is on several levels. First of all, by opting for any of the types of IT outsourcing, you do not incur the direct costs of hiring a particular IT specialist in your company. This is of great importance, especially for smaller companies, which additionally need an entire IT team to handle individual projects. If you want access to experienced specialists, but don't have enough budget, nearshoring may be the best way out of such an impasse.

Add to this that with nearshoring, the need to recruit IT employees goes away, which also leads to savings for the company. Besides, you don't incur the cost of training specialists to expand their skills.

2. Saving time

Hiring a full-time IT specialist not only costs money, but also takes time. It can take up to several months to find the right person, verify his or her experience, and then convince him or her to leave his or her current job in favor of your company. And even then, you are not sure that the newly hired person will not withdraw at the last moment or thank you for your cooperation after only a few months of work. In both of these cases, you have to start the entire recruitment process from scratch.

This problem disappears when you opt for nearshoring. The moment you start using this service, you can forget about having to recruit. It's the outside company that makes sure that experienced IT professionals are always working on your projects.

3. Access to the best IT specialists

Today, globally, there is a shortage of up to several hundred thousand IT workers in the market. And this means that it is not easy to find the right person for a given project. Especially with a limited budget. On the other hand, by opting for IT nearshoring, you gain access to a much larger pool of potential employees, simply because you go outside your country.

On top of that, nearshoring cooperation is much more flexible. Specialists with specific competencies join your project when needed, and when they have completed their tasks, they can take care of something else. When you hire IT specialists on a full-time basis, you don't have as much flexibility in personnel changes. Besides, it will be more difficult for you to find a person who will be ready to come to your company for only a few weeks or months.

Besides, with nearshoring you don't have to worry about the issue of vacations or sick leave. If a specialist has to take the time off he or she is entitled to, the outsourcing company will make sure that this does not negatively affect the execution of your project.

4. Collaborate with your IT team in real time

Although nearshoring involves working with IT specialists from other countries, it still allows you to communicate with them in real time. In this case, the time difference, if any, is only 1-2 hours, which still allows free communication during standard working hours. And this guarantees a smooth and fast flow of information, which is especially important for possible changes in the project, making key decisions, or clarifying any ambiguities.

5. Supervision of project implementation

Nearshoring also enables a high level of supervision of project implementation. Since the contractor's company and the principal are located in countries, relatively close to each other, face-to-face meetings are neither costly nor time-consuming. As a result, if necessary, you can get on a plane and within 1-3 hours reach a meeting at the company's headquarters, where the IT specialists whose services you are using work.

6. Only minor cultural and language differences

While using nearshoring, you may encounter some language or cultural barriers, but they will be insignificant compared to offshoring. As a result, cooperation with subcontractors should run smoothly, and any ambiguities can be quickly clarified. Especially since, as we mentioned above, contact with specialists can be made in real time, and meeting with an external IT team in person should not be too difficult either.

Finding proven, experienced and reliable IT specialists is not an easy task. You can, of course, bet on recruiting employees yourself, whom you will hire from your own company. However, if you are concerned about time and cost reduction, and at the same time want to have access to the best possible IT specialists, bet on nearshoring.

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NEARSHORING - A FLEXIBLE SOLUTION IN TIMES OF DIGITAL REVOLUTION

Creating an in-house IT team is time-consuming, costly and sometimes even impossible. Especially in the case of smaller companies, which, on the one hand, need the best IT specialists, and on the other hand do not have the resources to compete for an employee with larger players in the market. With such companies in mind, the nearshoring service was created, which allows you to outsource IT projects to external specialists from countries close to you culturally, linguistically and geographically. Check out what exactly nearshoring is and when it is worth using this solution.

Nearshoring - what is it?

Nearshoring is one type of outsourcing, i.e. the transfer of tasks, projects or processes to an external company for execution. However, the peculiarity of nearshoring is that these processes are transferred to a country with geographical and cultural proximity. Thanks to this, the outsourcer has greater control over the project, and the cooperation undertaken is not disturbed by possible barriers resulting from cultural or language differences.

Examples of nearshoring include American companies that outsource their projects to companies located in Mexico, or European countries that are eager to use the support of Eastern European companies.

Nearshoring vs. offshoring - differences

In contrast to nearshoring, offshoring involves outsourcing tasks to companies that are geographically, culturally and mentally distant, e.g. a Polish company outsources projects to IT specialists from Asia.

The advantage of offshoring is primarily lower labor costs. At the same time, communication barriers, whether due to different time zones or cultural differences, mean that offshoring will not work for every company.

What are the advantages and disadvantages of nearshoring?

Nearshoring is a solution for companies that are unwilling or unable to create their own IT team, or prefer to delegate some projects to an external contractor. Thanks to this service, a given company can count on cooperation with the best IT specialists from different areas, without having to recruit them and incur employment costs on their own.

In favor of nearshoring is primarily the proximity of the principal and the contractor. Working in the same time zone enables regular meetings, which allows for quick and efficient resolution of any problems. We should add that such meetings can be both online and offline, since the cost of travel between companies is relatively small. On top of that, such travel does not take much time.

A huge advantage of nearshoring is also small cultural differences, which translate into similar work habits and laws. As a result, cooperation of IT specialists in nearshoring runs more smoothly and encounters fewer unexpected obstacles.

At the same time, it is worth noting that nearshoring is more costly than offshoring.

From Poland's point of view, labor costs in Europe are simply higher than in Asia, for example, which makes the use of nearshoring more expensive. Besides, not everyone may be comfortable with the fact that in the case of IT outsourcing, work is done entirely remotely.

When is it worth using nearshoring?

You already know the main advantages and disadvantages of nearshoring. It's time to consider when it's worth using such a service.

First of all, you should think about nearshoring when you need experienced IT specialists for your projects. Such people are in high demand on the market, also the recruitment process can take a long time, and on top of that you have no guarantee that it will be successful. In such a case, you will be able to start tasks much faster if you apply to a company providing IT nearshoring services.

Besides, nearshoring will work well when the capacity of your current IT team is insufficient. If at some stage of the project it turns out that additional hands are needed, with nearshoring you will have access to new IT specialists practically immediately. As a result, you will avoid delays that could entail unpleasant consequences and additional costs.

Equally important, such additional support can be ad hoc. After catching up, the team can be downsized again, which is not so easy when you decide to hire an IT specialist directly from your company.

In addition, nearshoring is also a guarantee of work flow. If a specialist goes on vacation or falls ill, under outsourcing he is automatically replaced by another person with the same qualifications. Thanks to this, the risk that staff shortages will lead to delays in project implementation is much lower.

Nearshoring also means lower costs of working with IT specialists, while maintaining control over the quality of task completion. If you don't want to hire IT professionals directly from your company, but at the same time have concerns about outsourcing projects to teams from culturally or geographically distant countries, then nearshoring will be right for you.

HOW TO QUICKLY FIND AN IT PROFESSIONAL TO WORK WITH?

It's easier than you think. Of course, if you know how to go about it. Want to see how to quickly find and hire an experienced IT specialist for your company? Be sure to read on.

Why is it so hard to find a good IT employee?

An experienced IT professional in a company today is at a premium. It doesn't matter what industry you're in, the support of an IT specialist will sooner or later prove indispensable. The problem is that the IT market is currently an employee market, and nothing is going to change in this regard any time soon. What are the implications of this?

First, hiring and retaining an experienced IT specialist is expensive, which, especially for smaller companies, can be an insurmountable barrier.

Secondly, it can be very time-consuming to find a person who meets your expectations and, on top of that, will take a job at your company. The question is whether you can afford to conduct several months of recruiting for such an important position.

Thirdly, IT professionals are the occupational group that is most concerned with flexible and non-standard working hours. As a result, it is relatively difficult to find an employee who is interested in working full-time for one company, in addition, without the possibility of working remotely.

So how do you approach the search for an IT professional to actually find one?

How do you look for an IT specialist for your company?

As an entrepreneur looking for an IT specialist, you basically have 2 choices. First, you can choose to recruit an IT specialist on your own. Second, you can use an IT outsourcing service. Both forms of acquiring an IT specialist have their advantages and disadvantages. Let's take a closer look at them.

What does independent recruitment of an IT specialist entail?

On the one hand, there is nothing preventing you from undertaking independent recruitment of an IT specialist. If, in addition, your company has an HR department, it seems natural that it will take care of finding the best IT specialist.

However, you must take into account that the IT industry is very specific. First of all, under the term IT specialist there are so many different specializations that without a precise definition of what your new employee will do, no one will know who you are actually looking for. And you may have a problem with defining the exact competencies if your HR staff is not familiar with the IT industry. As a result, your ad will be answered by a lot of people who don't have the skills you want. This will only lengthen and complicate the

recruitment process, with no guarantee of finding the right IT employee.

Moreover, even if you specify what competencies and experience the IT person you are looking for should have, there remains the issue of substantive verification of this information. If you don't have a person in the company who can do this, you are hiring a given IT specialist, so to speak, in the dark.

It is worth adding that the very process of recruiting an IT employee is time-consuming. There has been a shortage of specialists on the market for years, which means that the best ones can run through offers and make high demands on employers. If you fail to meet them, you will have difficulty finding the right person. And the project that your new employee would be handling will be waiting in the meantime.

All this makes more and more entrepreneurs opt for the second option, namely hiring an IT specialist on an IT outsourcing basis.

What is IT outsourcing?

IT outsourcing is the service of hiring the necessary IT staff from an external company to perform projects for your company. You can use IT outsourcing under 3 different models:

- **full IT outsourcing** - involves setting up an entire IT department with an external company,
- **partial IT outsourcing** - involves the implementation of specific projects by IT specialists from an external company,
- **dedicated IT outsourcing** - involves the implementation of various solutions in your company by IT specialists from an external company.

In each of these models you have the best IT professionals at your disposal, although none of them are directly employed by your company. As a result, you don't waste time recruiting the right employees. You also save on the costs associated with hiring a full-time IT professional.

In-house recruitment or IT outsourcing - how to find the best IT professionals?

If you are going to look for an IT employee on your own, you have to set yourself up for a costly and time-consuming process. On top of that, hiring a full-time IT specialist has some limitations. First of all, a full-time IT specialist will not always be available. After all, he or she is an employee who performs his or her duties at certain hours, and on top of that, like any other employed person, is entitled to vacation or sick leave. Add to this the fact that nowadays IT specialists rarely choose to work on a stationary basis. Most of them value the ability to work remotely at their convenience.

Besides, the turnover in IT positions is quite high these days. The growing demand for

new IT workers means that an experienced IT specialist can get a better job offer at any time. And if he or she decides to leave, he or she will also take with him or her all the know-how he or she has used in your company up to now.

In contrast, IT outsourcing is cheaper and much more convenient. First of all, you are not the one who deals with finding an IT employee with the right skills and verifying those skills. All you have to do is report to the outsourcing company what IT services you care about, and it will select the best IT specialists for you.

„The IT market is growing almost by the day, which means that the demand for IT services is huge, and finding the right person for the job is an increasingly difficult and expensive task. However, this does not mean that you are doomed to failure.”

You also don't have to worry about possible vacations, sick leaves, or other interruptions that could negatively affect your projects. It is up to the outsourcing company to ensure the continuity of the services you pay for.

The IT market is growing almost by the day, which means that the demand for IT services is huge, and finding the right person for the job is an increasingly difficult and expensive task. However, this does not mean that you are doomed to failure. If you don't have the time and resources, you can always opt to hire IT specialists through outsourcing.