

# How Outsourcing Software Development Can Provide a Competitive Edge in an Economic Downturn







# Access to expertise

Outsourcing can provide businesses with access to a large talent pool. This route empowers you to tap into the skills and knowledge of a diverse range of professionals, without having to go through the time-consuming process of recruiting and training staff in-house.

The reality is that during a downturn, there are financial constraints. It makes perfect sense to be hesitant to invest in new hires. Outsourcing is a cost-effective way to get the talent you need without a long-term financial commitment.

There may be a larger pool of talented professionals available for outsourcing during this time. This can be particularly true in specialized fields, as finding qualified candidates can be challenging in a strong economy. When you're looking to outsource in a period of economic downturn, chances are there will be more people ready to pick up the work.

If you can take advantage of it, filling skills gaps can help your organization make progress faster than ever before. When you're able to acquire the expertise you need to meet your needs or reach your goals, you gain a competitive edge and stand out in your market.

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**In times of economic downturn, businesses find themselves in a precarious position. They need to cut costs without sacrificing quality or efficiency.**

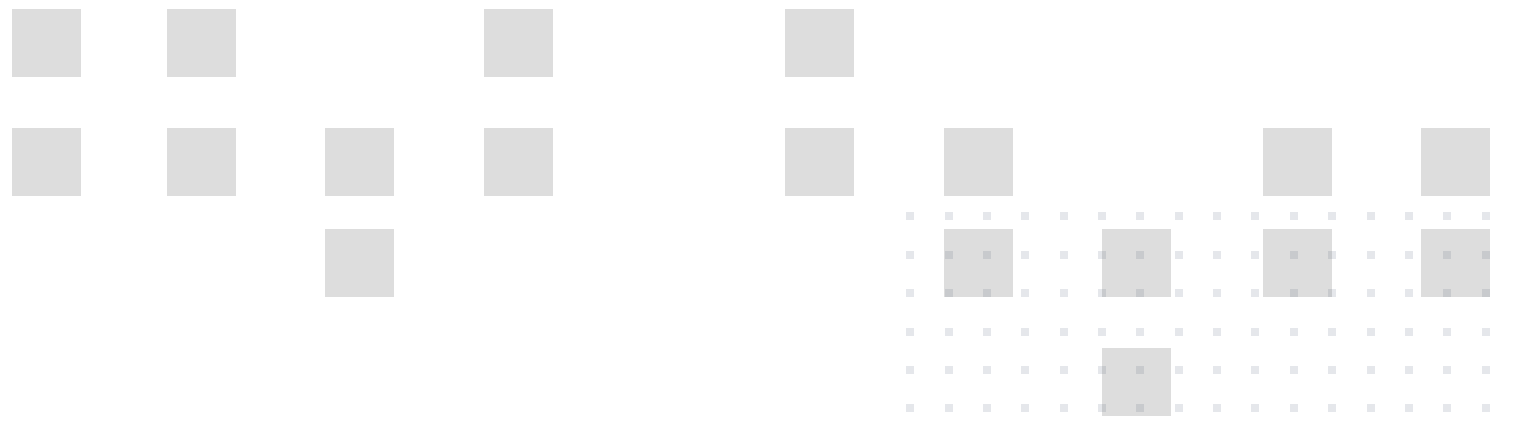
**What if you could create a powerful workforce with higher levels of achievement than your team would see alone?**







# Flexibility



Another big advantage that comes with outsourcing is its flexibility. This can be particularly useful in a down economy when resources are limited and businesses need to be able to adapt quickly to changing circumstances. Here are a few examples of how this can play out:

**If a business experiences a sudden increase in demand** for its products or services, outsourcing can help it quickly access the additional resources needed. On the other hand, if demand decreases, businesses can reduce their costs by scaling back on outsourced services.

**If a business wants to test out a new platform or strategy**, decision-makers may not want to commit to hiring or training new staff to implement it in-house. By outsourcing, businesses can experiment with these new approaches on a smaller scale before deciding whether or not to invest more time and money.

**If a business has short-term projects that require specialized skills**, it may not make sense to create a new role or hire more people to take them on. Instead, they can evaluate outsourcing partners and find one to collaborate with. That said, it's important to note that investments in outsourcing can turn into long-term relationships, so businesses need to carefully choose the right partner and ensure that they invest in professional development.

## BUSINESSES SHOULD LOOK FOR OUTSOURCING PARTNERS THAT:

1. Provide training and skill-building opportunities for their teams. This can help ensure that the talent is up-to-date with the latest skills and technologies.
2. Have a process for ongoing support and feedback. A good outsourcing partner should communicate with their teams so everyone is on the same page about where things are going and how they could improve.
3. Can show a proven track record. Look for outsourcing partners that have a reputation for success and positive reviews from previous clients. You want a partner who is reliable and committed to delivering high-quality work.







# Risk Reduction

Outsourcing can also help businesses reduce risk by offloading recruitment and HR responsibilities. This can be particularly useful for businesses with limited resources, as it allows them to focus on their core operations while leaving the hiring and management of staff to the outsourcing partner.

This can save a lot of time and headaches.

Traditionally hiring and managing staff comes with a range of risks, including compliance with labor laws, tax regulations, and compensation requirements. You can take the stress of managing all these moving parts away by outsourcing. Plus, NAPEO data shows that companies that outsource HR can save [an average of 27.2%](#).

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**With outsourcing, you can adapt even in the toughest economic conditions and keep up with where business is going.**







# Expanding Budget Runway

Outsourcing work has long been a strategy to expand budgets vs. internal hiring and is a cost-effective way for businesses to access the talent they need. Vocational professionals may be more abundant and less expensive than their on-shore counterparts creating larger talent pools.

High-paying industries that require advanced degrees and command higher salaries are more inclined to outsource positions overseas and software development work accounts for [28% of the most commonly outsourced tasks.](#)

By combining the skills and knowledge of in-house and outsourced talent, businesses can create a powerful workforce that is capable of achieving more than either team could alone. When you have the right team members in place and a clear process, you can maximize everyone's productivity.

To maximize the skill of in-house talent while outsourcing, identify areas where you already have and where you may need expertise. Then create a culture of collaboration between in-house and outsourced teams, by providing opportunities for them to work together and share what they know.

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**The global digital engineering outsourcing market size was valued at USD \$261.9 billion last year, and it's projected to expand at a compound annual growth rate (CAGR) of [9.4% from 2023 to 2030.](#)**







# Ease of Pivoting

In a down economy, businesses may need to pivot on the services they offer. That can come with a unique set of challenges, and outsourcing makes it easier to adapt to changing needs of the market.

For example, a business owner that sells in retail locations may want to see if they can boost sales by adding an e-commerce option. By outsourcing the development of this platform, they could complete the task much more efficiently.

In any economic state, businesses can unlock their full potential and achieve their goals by choosing the right outsourcing partner. From discovery to delivery, our experts transfer knowledge to yours, empowering your team to succeed.

**From discovery to delivery,  
Unosquare has broad  
technical expertise and  
talent across the digital  
product journey, empowering  
your team to succeed.**

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