

**LEAWARE**

The advantages of  
outsourcing over freelancing:  
Leaware's methods

Quality team augmentation

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```
//is the element hidden?  
if (!t.is(':visible')) {  
  
    //it became hidden  
    t.appeared = false;  
    return;  
}  
  
//is the element inside the visible w  
var a = w.scrollLeft();  
var b = w.scrollTop();  
var o = t.offset();  
var x = o.left;  
var y = o.top;  
  
var ax = settings.accX;  
var ay = settings.accY;  
var th = t.height();  
var wh = w.height();  
var tw = t.width();  
var ww = w.width();  
  
if (y + th + ay >= b &&  
    y <= b + wh + ay &&  
    x + tw + ax >= a &&  
    x <= a + ww + ax) {  
  
    //trigger the custom event  
    if (!t.appeared) t.trigger('appear')  
  
} else {  
  
    //it scrolled out of view  
    t.appeared = false;  
  
}  
  
};  
  
//create a modified fn with some add  
var modifiedFn = function() {  
  
    //mark the element as visible  
    t.appeared = true;  
  
    //is this supposed to happen only once  
    if (settings.one) {  
  
        //remove the check  
        w.unbind('scroll', check);  
        var i = $.inArray(check, $.fn.appear.checks);  
        if (i >= 0) $.fn.appear.checks.splice(i, 1);  
  
    }  
  
    //trigger the original fn  
    fn.apply(this, arguments);  
  
};  
  
//add the modified fn to the element's appear checks  
$.fn.appear.checks.push(modifiedFn);
```

# INTRODUCTION

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At Leaware, we take care of benefitting companies with the services that we provide. We evaluate processes to provide companies with the appropriate resources and support. This is why we believe that outsourcing is a fundamental tool to accelerate and streamline the processes that your organization needs to achieve its fundamental objectives.

An outsourcing service subcontracts a service from one company to another so that it takes charge of a specific activity. In this article, there will be a focus on software development and maintenance services. Freelancing is similar to outsourcing, but its main difference is that one person is hired to do a specific job. Freelancing is very common and practical to apply in organizations that develop digital products. However, outsourcing has a much more comprehensive level of scope because the outsourcing company investigates the company's processes to understand their needs, apply them, and meet customer expectations.

To select the people who will complete the outsourcing, a company should seek a multidisciplinary team who can cover the necessary areas to develop the service. This is different from using a freelancer, which generally only has one person specializing in a subject. When using an outsourcing service, companies align themselves with an integrated team who will be able to complete the task. The worker needs to be selected objectively, which is an aspect that Leaware is experienced in. Here, we focus on both the analysis of the outsourcing need and who is the best person to complete the work. The good thing about outsourcing is that there is a formal outline of what is required which can be audited.



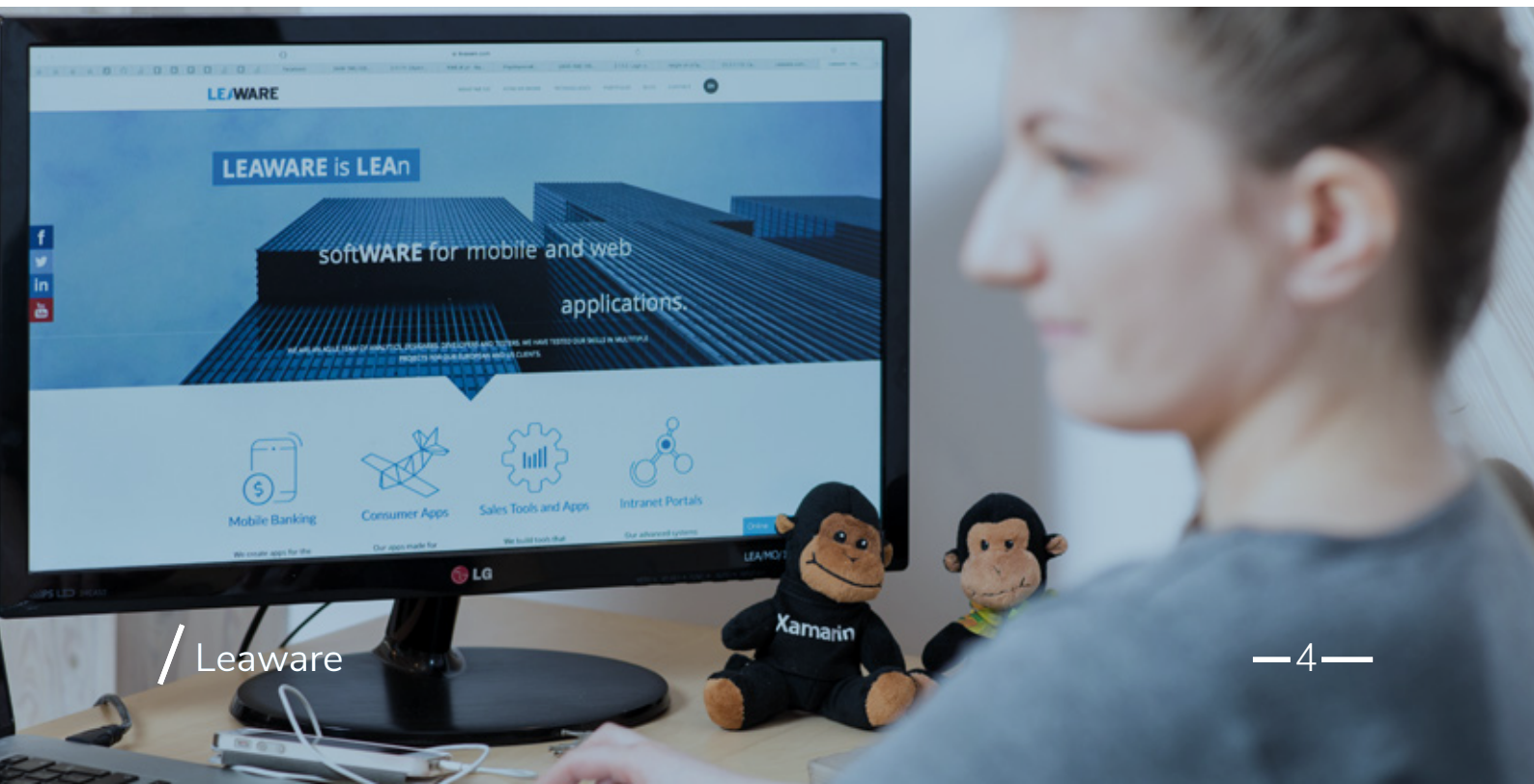
# ADVANTAGES OF OUTSOURCING

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Leaware offers an invaluable outsourcing service. We have achieved the following for companies that have used our outsourcing services:

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- Cost reduction
- Focus on main activities
- Business risk transfer in key sectors
- Increased productivity
- Optimization of delivery times
- Continuous improvement of process quality
- Continuous innovation of processes
- Access to the latest technologies
- Familiarization with new technologies
- Increased competitiveness
- Decreased investments in plan and equipment
- Increased agility to respond to changes in the environment
- Intensification of capacities to generate competitive advantages
- Superior operational efficiency
- Higher profitability
- Access to experts and their experience
- Possibilities of developing innovative business strategies
- Focus on retaining strategic profiles



# THE VALUE OF A SOFTWARE HOUSE VS. A FREELANCER

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A software house is a company that primarily provides software development services. The goals and objectives of a software house vary, depending on the customer base and the structures in place for releasing software. Some software houses specialize in contract work for specific corporate clients. Others create off-the-shelf public software that is sold in stores.

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Software companies develop, implement, create, and execute technological solutions to improve the management and efficiency of organizations. In software companies, developing web application support establishes fluid communication and accounting systems.

A software house develops the solutions that customers require and implements ideas that complement the development of the solutions. By hiring a company or a freelance web developer to design, build, and deploy apps for mobile devices, businesses can market the product to their target audience. At Leaware, we complete rigorous and continuous monitoring of the digital products and services that we offer.

A good software development company for example will create a website that operates on many different mobile platforms, including smartphones and basic mobile phones.

It is a practical option to have a freelance team, but it is more appropriate for large companies to have a software house at hand that has a portfolio of tested solutions that can be applied to different areas of the organization. A software house will provide you with a comprehensive service to reach the solution you need, covering the minimum requirements that your product needs to be successful. A software house can help you create a robust digital product that a freelance team may not be able to achieve, especially if the organization is large and has complex support processes.

# HOW TO BUILD A RELATIONSHIP

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Not many companies fully understand the benefits of IT outsourcing. When considering outsourcing, some questions need to be considered:

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- Are you working at an optimum cost?
- Are your resources being utilized effectively?
- Is there a quicker, more effective way to handle this process?

The advantages of outsourcing your IT services are that you can control operating costs, lower infrastructure investments, and maximize the return on investment. To ensure the smooth operation of IT resources in the business, the organization must have several employees with various administrative skills (software setup specialist, server engineer, network installer, hardware master, technical consultant, IT designer, and other employees with specialized skillsets.).

By using IT outsourcing services, companies have access to specialists and their extensive experience makes IT operations run smoothly. Working with a software supplier or with a freelancer will depend on the scope and level of detail that is needed. It is not that one is better than the other: it depends on what the company needs (Starting a collaboration with an IT supplier, Business guidance).

The outsourcing process is born from the need of an organization. To detect a need, companies must review their processes and evaluate their effectiveness, considering delays, reprocesses, and inefficiencies.

There are several ways to start outsourcing, but at Leaware we have channeled and analyzed the best ways to create a successful relationship for both parties. If the company we provide the service to grows, so do we.

Below are ways that companies can start their outsourcing process:

- **Planning:** Establishing a detailed plan for reviewing and evaluating the organization's internal processes to detect the needs and necessary resources.

- **Strategy:** When evaluating, it must be clear what the company wants to achieve by outsourcing and what sort of outsourcing service is required.

- **Analysis of costs and services:** Financial experts check and guide companies on how to appropriately invest in an outsourcing service.

- **Selection of suppliers:** This is completed by establishing the evaluation criteria, identifying the most suitable suppliers, analyzing them, and then sending them a request to start working together.

- **Transition:** This consists of informing the process leaders of a company that an outsourcing process is going to start so that they can support the outsourcers with internal processes.

**-Monitoring:** The status and evolution of the service being outsourced must be analyzed. It is important to have a monitoring group, who can be representatives, managers, or the director of the department. It is the ideal time to review how the service is working and make the decision to extend the service.

The important thing about this process is that it is not closed. Decisions and their implications must be open to being evaluated based on measurable and perceptible indicators.

Outsourcing is a win-win relationship and makes it easier for companies to focus on the functions that are necessary and allow external agents to carry out activities that cannot be carried out by team members of the organization that needs the outsourcing service. This allows employees to dedicate themselves to the based on their strengths. The most important thing when considering outsourcing is to make a comparison between the cost of hiring and the cost of doing it internally. In most cases, it is more profitable to assign work to an outsourcing company.

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## HOW DOES IT WORKS?

Companies that offer external services support an organization's operations. It seeks to contract external services to achieve objectives in areas where the company needs experienced personnel. The idea of outsourcing is to focus on meeting an organization's objectives and determine what is needed to complete this. Software outsourcing is where a company chooses to hire an external company to complete software development services. This may include the development, planning, management, maintenance, and management of after-sales services, products, or other software applications.

This type of outsourcing seeks to implement new ideas to give continuity to already developed digital products. It consists of making improvements to applications that companies already have since they must evolve at the pace of the business and the market so updates, adaptations, and integration with new applications are vital. It seeks to:

- **Maximize and carry out the investment.** It is necessary to have appropriately trained personnel that help to continuously improve growth.
- **Have a continuous technical advisory service.**
- **Keep staff up to date with current market trends.** Knowledge of technology, implementation of methodologies for analysis, design, testing, and production of digital products are essential.

When using an outsourcing service for software development, there are advantages of company growth and increased agility to meet other priorities that the company has.

# HOW TO START OUTSOURCING

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There are many reasons why an outsourcing service is needed. Some reasons could be:

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- Objectives need to be met in a short time.
- Not knowing how to perform a task more efficiently.
- The task is beyond the technical capabilities of the team.
- Activities that are time-consuming and do not add a perceptible value to the organization's objectives.

The best way to decide whether to hire an outsourcing service is to consider the advantages and disadvantages. If the advantages outweigh the disadvantages, outsourcing can save time, make your business grow, and increase the quality of the products developed.

The first step of using an outsourcing service is to understand and evaluate why outsourcing is needed. It is important to assess the processes in the business and take a detailed look at the integrity of the process to determine what the outsourcing service needs to achieve. Once the weaknesses in an organization's processes have been identified, it is important to search for a suitable outsourcing service.

To select the right outsourcing company, the company needing the service must look for one that has experience with the product that is offered and is familiar with the production process. The outsourcing company must be open and available for continuous audits while completing the outsourcing work.

This emphasizes that organizations should look for an outsourcing company that is used to working on the specific processes that require the work. It is important to conduct extensive market research to determine the exact services that are needed and whether they are compatible with an outsourcing service. Once a suitable outsourcing company has been identified, the company must ensure that it has the information required so the outsourcing service will be of quality and effective.

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## NEARSHORE DEVELOPMENT VS. OUTSHORE DEVELOPMENT

Nearshoring or nearshore development is a service outsourcing model similar to outsourcing or outshore development. Unlike outsourcing, nearshoring uses neighboring countries for outsourcing business processes. Advantages of nearshoring are:

**-Greater contact and relationship with outsourcers:** Nearshoring offers greater control of production and the decision-making process is faster. This is because communication is faster and perhaps more direct.

**-Reduction of transportation time:** This advantage only applies to companies that offer physical products or need to transfer equipment to provide the service.

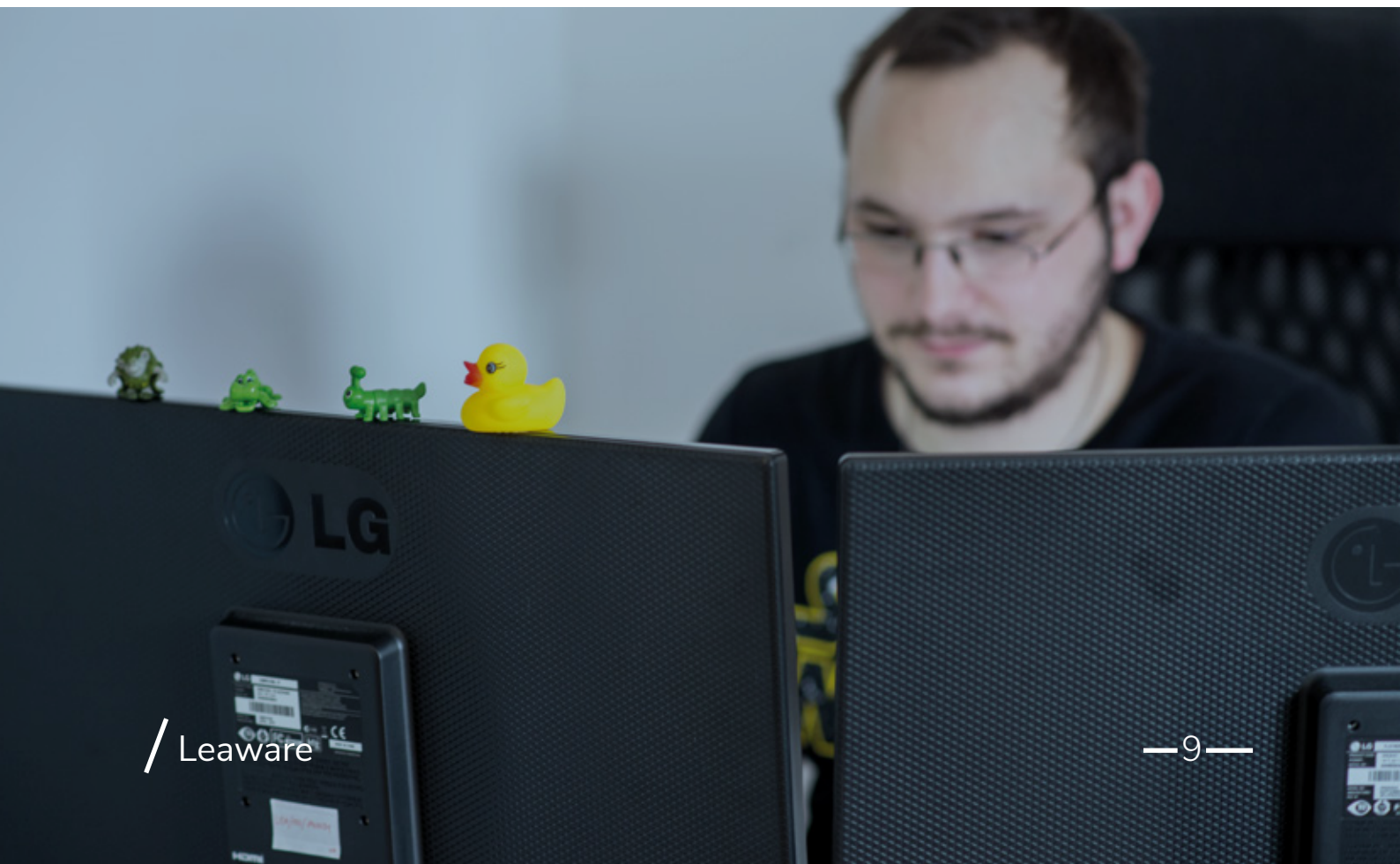


**-Cultural factors:** Having a similar culture helps with understanding and communication.

**-Time zone:** Having the same time zone helps effective and convenient communication.

Nearshoring brings outsourced production centers closer together and solves these drawbacks. Some aspects to consider when looking at nearshoring services are political stability, the work ethic within the country, and the experience of the workers. Continuous evaluation and supervision of the services offered must be completed to determine whether it is appropriate to continue with the nearshoring company.

Outshoring or relocation is a geographical business activity that companies use to obtain services and products abroad. When a company relocates, it changes the location of a service or production to a location abroad. Outshoring can be done internally or externally. An organization can move a unit or take one of its departments overseas, but a local company is used to carry out these tasks. There are many reasons why companies outshore. The most obvious advantage is taking advantage of lower production costs, personnel costs, or tax breaks. Other advantages include benefiting from talent in a certain area (technical positions), proximity to raw materials, and greater specialization in a certain technical aspect.



## OUTSOURCING EFFICIENCY

For a company to be competitive and successful, it must evaluate all the options offered by the market to lower operating costs, increase productivity, and use internal resources more efficiently. It is at this point that outsourcing shows its value, providing a break by subcontracting services in areas other than its main activity. Although they do not comprehensively show the indicators of operational areas, outsourcing helps to estimate and alleviate the burdens that these threads could generate in the main production process, reducing delivery times and increasing product quality. At Leaware, we can attest to the results of outsourcing. We have a wide range of professionals in many fields who are available to the company that uses our outsourcing services. We can make your production and quality of products grow together.

The main benefit is that the company ensures that it is working with someone who specializes in the area that is being outsourced. Organizations should start with an adaptation training process so that the outsourcing process is profitable for the team members of the organization.

The efficiency of the outsourcing process depends on several factors:

- The experience that the outsourcing company has in the sub-process that they are supporting. A detailed action plan with what is required to achieve targets is essential.
- Make sure that the supplier has its employees under all the legal regulations of the corresponding country and that it complies with the requirements of social security, in order not to run any legal or reputational risk for working with companies that are not entitled (Alfaro, 2021).

- The outsourcing company must ensure that all data is kept confidential while providing the service.
- When requested by the contracting company, the outsourcing company is willing to audit processes.
- The outsourcing company should be willing to train employees in the contracting company.
- Workers from the outsourcing company should learn about the processes of the contracting company to be able to objectively evaluate the task that needs to be completed.

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## EVALUATING OUTSOURCING SERVICES

Outsourcing is a business strategy that requires an analysis of the true benefits of implementing it. A first step is to determine how to assess the best-qualified companies to be hired and carry out an outsourcing process, due to the characteristics they possess, according to concepts or reference points that can be evaluated to a certain extent and, where appropriate, measurable when appropriate (Dávalos, 2011).

There are many ways to evaluate an external service. The most basic would be to add a service to the quality management system and for it to be aligned with the internal format of the contracting company. This means that indicators can be measured and the contracting company can evaluate whether they are valuable. This process is extremely important for Leaware, so we always let our clients know the scope and benefits of the service that we offer. The aim is to standardize the evaluation process based on an internal system of the organization. It is important to know the improvement opportunities that were identified in the outsourcing process.

There are many aspects to evaluating outsourcing, including:

**-Finances:** Evaluating the costs of the outsourcing service and the profit that outsourcing could generate.

**-Times:** Comparing the delivery times of the deliverables (reports or similar documents) with what is offered and required.

**-Response capacity:** While using an outsourcing service, there may be doubts about the task outsourced workers are completing. The outsourcing service needs to respond to any concerns quickly and clearly.

**-Quality:** The perception of the outsourcing company is positive and the work that is being completed does not generate any reprocessing.

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## OUTSOURCING BENEFITS AND COSTS

Any organization can benefit from an outsourcing service if the need for it is understood and the scope of the activities is evaluated. Outsourcing should be seen as the support that the threads of the organization require to meet objectives efficiently and quickly, without leaving behind the quality of the products that are offered.

**-Cost savings:** Outsourcing saves costs associated with investment in infrastructure, technology, or hiring workers to perform tasks that are not always needed in the company.

**-Channeling of tasks:** Outsourcing makes it possible to give priority to small tasks that the organization does not manage or prioritize. Although it does not initially have an impact, benefits are seen long term.

**-Better flexibility:** Outsourcing allows departments that have cyclical demands to bring in additional resources when needed. Outsourcing services can be terminated when peak points have passed, maintaining flexibility.

**-Development of internal staff:** Outsourcing means that employees can train with external staff.

**-Increased competitiveness:** With a service outsourcing strategy, the company achieves a good strategic position in a competitive and changing market.

The cost of outsourcing can be as high or as low as the organization wishes. It is important to understand and interpret the performance evaluation indicators to make the most appropriate decision: continue with outsourcing, increase its scope, or stop it.

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## TYPES OF OUTSOURCING

**-Tactical:** The objective of the company is to delegate a strategic function to improve the quality of the service without losing visibility or control of it. It supervises and continuously evaluates the management of the process.

**-Strategic:** Parameters in all sub-processes objectively determine which process requires extra resources to proceed with outsourcing management, weighing its value-cost ratio.

**-Co-Sourcing:** The company using the outsourcing services and the outsourcing company share the same responsibilities and risks arising from the development of the job.

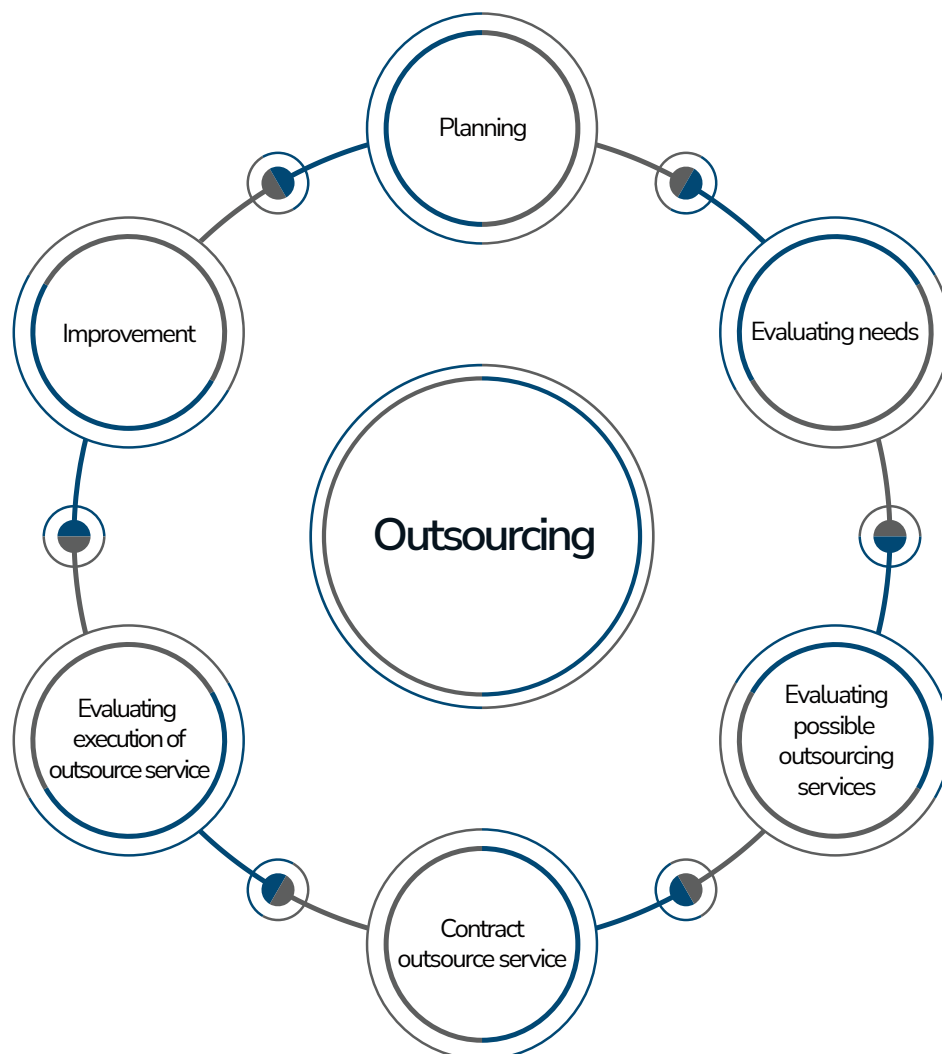
**-In-house:** Outsourcing services are performed at the contracting company's facilities, although they are performed by an external company.

**-Off-site:** The outsourcing service is produced in the facilities of the company that provides the service.

**-Team extension:** This methodology gives the organization the support of experienced developers in various skills that are aligned with the current needs.

It offers greater control over the service provided and helps maintain a more continuous and fluid communication with the staff that is starting the activities. It is the organization that decides how to distribute responsibilities to all team members, whether internal or external.

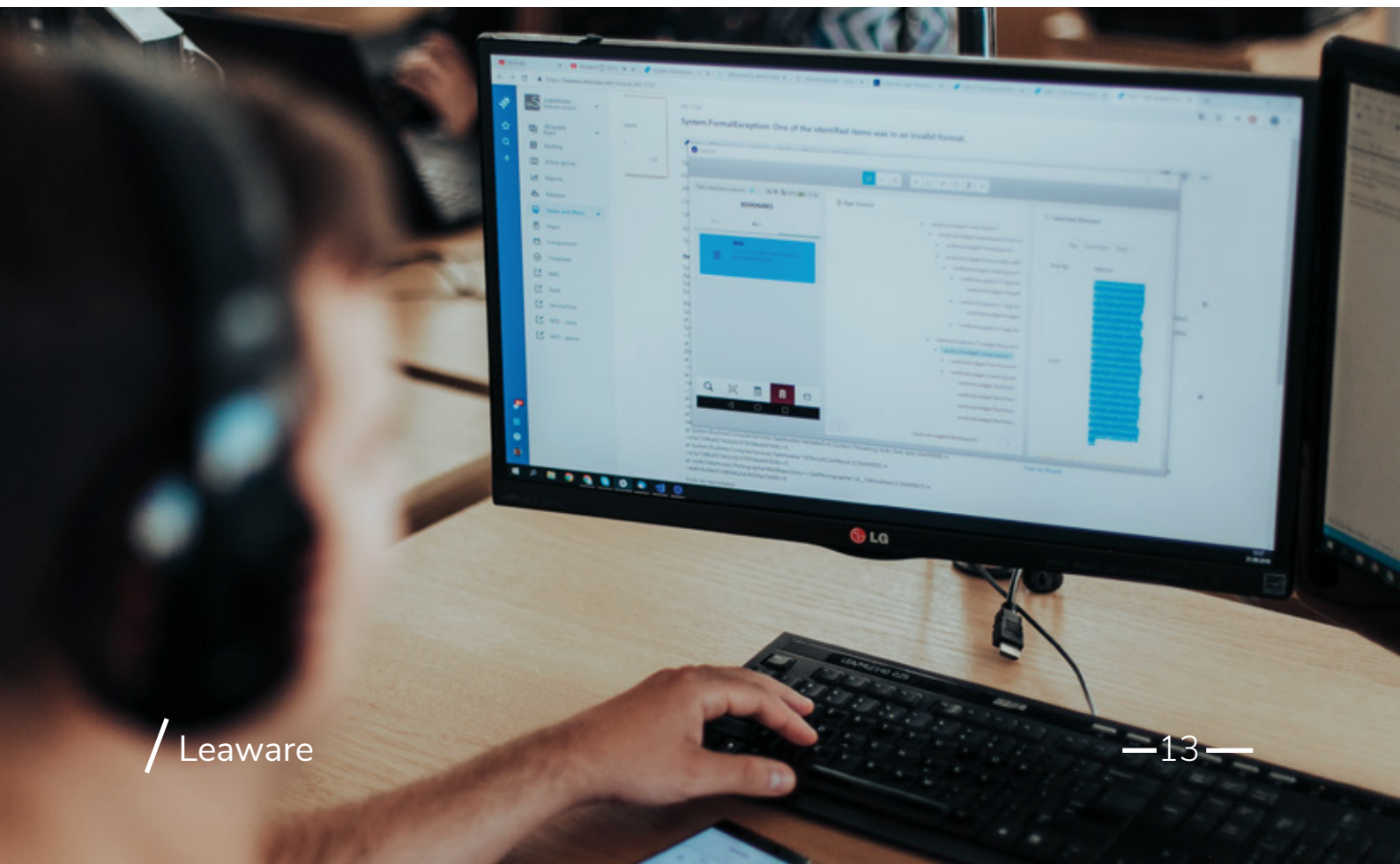
The type of outsourcing that the organization chooses will depend directly on the nature of the activities that they want to outsource, the scope of the required service, and the resources that the outsourcing company has available. Leaware takes a lead on looking for qualified workers who meet the needs of the outsourcing role.





# SOFTWARE HOUSE DEVELOPER VS FREELANCER

- A software house developer will be more process related due to the scope of their activities.
- Using outsourcing may be more effective in getting staff with the right skills.
- The outsourcing service can help as training for the organization.
- The freelancer is only limited to the execution of specific activities.
- The freelancer may be less expensive, but the control over the activities is limited.
- In outsourcing, the members of the external team are integrated with the internal team.
- The freelancer does not integrate with the objectives and policies of the organization.
- The quality and rate of production tend to increase in all areas of the organization in outsourcing, while the activities of the freelancer are only of an execution nature.





# WHY IT IS BETTER TO USE LEAWARE'S DEVELOPERS RATHER THAN USING FREELANCERS

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We are ahead of the competition because we are:

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- Cheaper
- Faster
- Highly skilled
- Have high internal standards
- From Europe
- Speak your language
- Have high standards of QA throughout the development process

From beginning to end, Leaware will handle everything. We follow up on the developer's progress ourselves so you don't have to do anything more than being present in the continuous evaluations to determine the effectiveness of the outsourced work.



## CONCLUSION

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Establishing a contract with an external company to provide outsourcing services means that all processes are evaluated, everyone is informed of the work and their responsibilities, and internal training plans are established. The benefit is not only the completion of the work by a third party but also that employees can use the expertise of external personnel. An organization's external process must be aligned with the proposed objectives and goals. Furthermore, the plan should be defined and approved by the interested parties. The selection of the outsourcing service depends on what is required, the defined scope, the commitment of management, the direction of the organization, and the costs. There are several benefits of outsourcing but an organization should always focus on benefits that increase the quality of the product.

## ABOUT THE AUTHORS

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Since 2010, LEAWARE has been helping start-ups and already established companies build and develop their digital solutions, making them grow, boost their businesses, and succeed.

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