**WhatsApp**

WhatsApp is a  freeware, cross-platform messaging and Voice over IP (VoIP) service owned by Facebook. It is used to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other media.

WhatsApp has 1.5 billion active users in over 180 countries and you will be delighted to find out that even WhatsApp is no new to software outsourcing. WhatsApp founders Jan Koum and Brian Acton started the startup with a small amount of cash and were determined to save costs but at the same time didn’t want to compromise on quality.

So, they outsourced their web development to app developers in Russia to minimize operational costs as well as get access to highly skilled developers that might be much costlier to find locally. After all these, WhatsApp is the  downloaded Android app in the world and the number of WhatsApp users in the USA is predicted to grow to 25.6 million by 2021.

**Slack**

Slack is a cloud-based proprietary instant messaging platform.

It’s a chatroom for the entire company designed to replace

email as the primary method of communication. Its workspaces

allow users to organize communications by channels for group

discussions or for private one-to-one messages to share

information, files, and more all in one place.

Slack is known to outsource its product design to a web designing company, including the logo design, web design, and mobile app design - almost the entire look and feel. Slack is used by more than 10 million daily active users and earns 401 million USD revenue in 2019.

**Skype**

Skype is a telecommunications application that specializes in providing video chat and voice calls between computers, tablets, mobile devices via the Internet. Skype also provides instant messaging services and video conference calls.

Skype outsourced almost all of its software development work to European web developers. Skype claimed that they had an excellent product idea but no professional web development team to execute the idea. Hence, software outsourcing worked so well for them.

Skype was such a tremendous success that it was acquired by Microsoft. Skype now has 300 Million monthly active users and almost 1 billion downloads. All thanks to outsourcing software development.

**Unilever**

Unilever is a transnational consumer goods company. Its products include food and beverages, cleaning agents, beauty products, and personal care products. Being such a big company with hundreds of brands all over the world, Unilever still chose to outsource its software development.

Unilever being such an industry giant had become a loose federation of business groups and geographies operating across 24 countries, all using multiple ERP systems. With so many different  
finance and accounting processes, the result was impeded growth. So, the company implemented a total business transformation initiative resulting in a single ERP system across Europe that encompassed outsourcing initiatives in finance as well as IT and HR.

In 2018, the Unilever brand was valued at approximately 4.4 billion U.S. dollars. This outsourcing contributed to the company’s EUR700 million annual savings.