

How to Start Nearshoring in the Netherlands Easily

Starting a relationship with a new partner may be challenging and time-consuming. This post will help you anticipate the dangers and handle potential problems easily.

When you first think about outsourcing, you probably have a lot of concerns. Most of them can be best summarized with a single question: How am I supposed to entrust my development to some other company?

The thing is, outsourcing doesn't necessarily mean worse quality and no control. Of course, if you base your choice of development partner on a quick Google search, the result will reflect the effort you put in. But if you do proper research and know what questions to ask and what things to pay attention to, you can find a partner that's focused on the quality of your product and success of your business.

This checklist highlights the most challenging moments when people usually stumble with outsourcing development so that you can make an informed choice and get started with outsourcing easily. Following this checklist will help you reduce risks and find a reliable development partner that can deliver a product that meets all your expectations.

Here are three main points we'll consider:

- The trustworthiness of the company
- How the company's services fit your development needs
- The business processes of the company

Let's take a closer look at each of these points.

1. Trustworthiness

Trustworthiness is the very first thing to check before starting a relationship with a company. Even if a company doesn't offer a technology you need, they may be able to find the right developers and assemble a dedicated team for you so that you still can work together. But will you be able to work together with a company you don't trust?

1.1 Don't trust awards, trust real people

You can buy anything today. This isn't to say that all awards are fake, but awards and reviews aren't something you can believe entirely, and they definitely shouldn't be the only thing you put your trust in.

When you consider working with a company, pay attention to the video, audio, and written testimonials.

Testimonials can prove a company's professionalism, but unfortunately even video testimonials can be fake. Just Google "buy video testimonials" — these services do exist!

So when choosing a development partner, always ask companies to connect you with real customers. When companies show off the names of their big clients, ask a simple question: Can I talk with someone from this company? It's the only way to make sure the development company is reliable.

We always offer our potential partners references from existing partners that have been working with us for years. You can talk to a real person and ask any questions you have so you can be sure about your decision.

1.2 How long do they usually work with their partners?

Another thing to pay attention to is success cases. These can show you what business tasks a company has solved for their clients, give you names of real clients, and provide information about workflows and duration of partnerships.

If a company has years-long partnerships and can prove it with references from actual partners, it's a good sign that you can trust them with your long-term plans. If they don't include this information in their case studies, be sure to ask for references during the first meeting.

2. Development needs

2.1. Have they worked with companies of a similar size?

Companies that have similar revenue, number of customers, and number of employees usually have similar challenges as well. Ask for a success case of a similar company or a reference from a CEO at a company of a similar size. This person can give you the most valuable feedback and help you understand if the company is capable of satisfying your needs.

2.2. Have they worked with my industry and market?

If you work in the telecommunications industry, it would be nice if the development company you choose knows what billing and provisioning systems are. Each industry needs specific technologies, and since there's no shortage of outsourcing companies, choose one with experience in your industry to save time.