

# How to Win the Battle for Tech Talent

Research Shows: These 15  
Factors Will Land You the Best  
Tech Talent in the Business

# Content

Despite an increasingly competitive environment, winning the war for tech talent is not an impossible feat. Through internal data, attained via programs and initiatives, along with external research, we have gleaned valuable insights about what encourages talent to join a tech business — and stay.

## 10 Ways of Attracting Top Tech Talent

1. Company Culture
2. Values Alignment
3. A Remote Workforce
4. Connections and Collaboration
5. Diversity Beyond Geography
6. Efficient Recruitment
7. More Than A Salary
8. Recognition
9. Flexibility
10. An Emphasis on Talent Priorities

## 5 Reasons Tech Talent Will Stay

1. The Human Touch
2. Ongoing Feedback
3. Learning Opportunities
4. Employee Listening
5. Bonding and Work Relationships

## Talent Outsourcing and Staff Augmentation Solutions

## Final Words



# Highlights

*This whitepaper presents BairesDev's insights on how to attract and retain the best talent in the technology industry. **We focus on ideas, programs, and initiatives we have successfully applied that you can adapt to and apply within your company as well.** During the last 36 months, we hired an average of 200 tech professionals every four weeks, successfully processing more than **1.3 million yearly applications** and creating teams for global software initiatives with a 9.2 NPS out of 10 results based on clients' feedback. Our findings are also based on studies and feedback received from our **4,000+ tech professionals.***

## 1. THE CONTEXT

The global talent shortage reached a 16-year high, with **75% of employers reporting difficulty finding the talent their business needs.**

## 2. THE WORLD IS THE NEW TECH HUB

Areas that are less saturated with big tech companies and industry players are ideal geographic areas for finding talent. **More than 30% of our team members live in small towns**, and between 2021 and 2022, we have seen a **65% increase in geographic talent dispersion**. Our talent is distributed across more than **600 cities** and is from 50+ nationalities, many of whom have become **digital nomads**.

## 4. LISTENING

All workers want their voices to be heard. Contact should be constant. We found that **direct reporting** (3.6/5) is their preferred channel of communication, followed closely by **corporate messaging** (3.4/5).

## 3. DIVERSITY

Eliminating bias is critical for the recruitment process. A more diverse workforce offers tangible benefits, including a wider range of perspectives. Just a sample: between **2015 and 2021, the percentage of female candidates who applied to BairesDev rose by 400%.**



## 5. CULTURE

The workplace is not just a place to work — it's a place to **grow personally** as well as professionally. In this paper, we share many of our successful **internal initiatives** that have led to stronger working relationships. Our initiative celebrating the personal histories of team members had 86% above-average engagement among our talent.

# Highlights

## 6. MORE THAN A SALARY

**Eighty-six percent** of the applicants say they would change a job for an opportunity with greater chances of **career growth**, and **80%** would make a move for a more **interesting/challenging project**.

## 7. WHAT TECH TALENT WANTS

More than 90% of applicants state that **they are looking for growth opportunities**. 100% of applicants state they want a remote job.

## 8. EFFICIENT AND INCLUSIVE RECRUITMENT

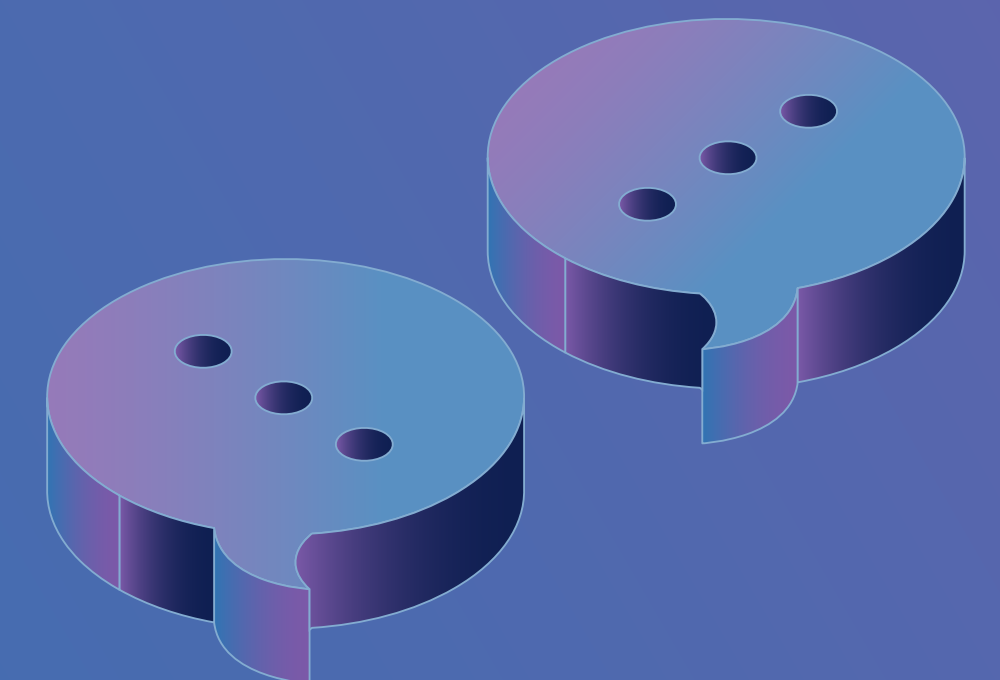
The engineering industry has one of the **longest average timelines for the hiring process at 49 days**. Efficient recruiting processes offer tangible benefits, including greater inclusivity.

## 9. ONGOING FEEDBACK

Team members need feedback in order to grow and feel well-supported by the company. Since the implementation of our comprehensive performance evaluation and monitoring process, **the risk of low performance has been reverted in nearly 75% of all cases**.

## 10. CONSIDER TALENT OUTSOURCING SOLUTIONS

In many ways, this is a **“best of both worlds”** approach. When businesses work with an outside provider, that partner acts as an intermediary and **completes projects capably and efficiently**.



# How to Win the Battle for Tech Talent

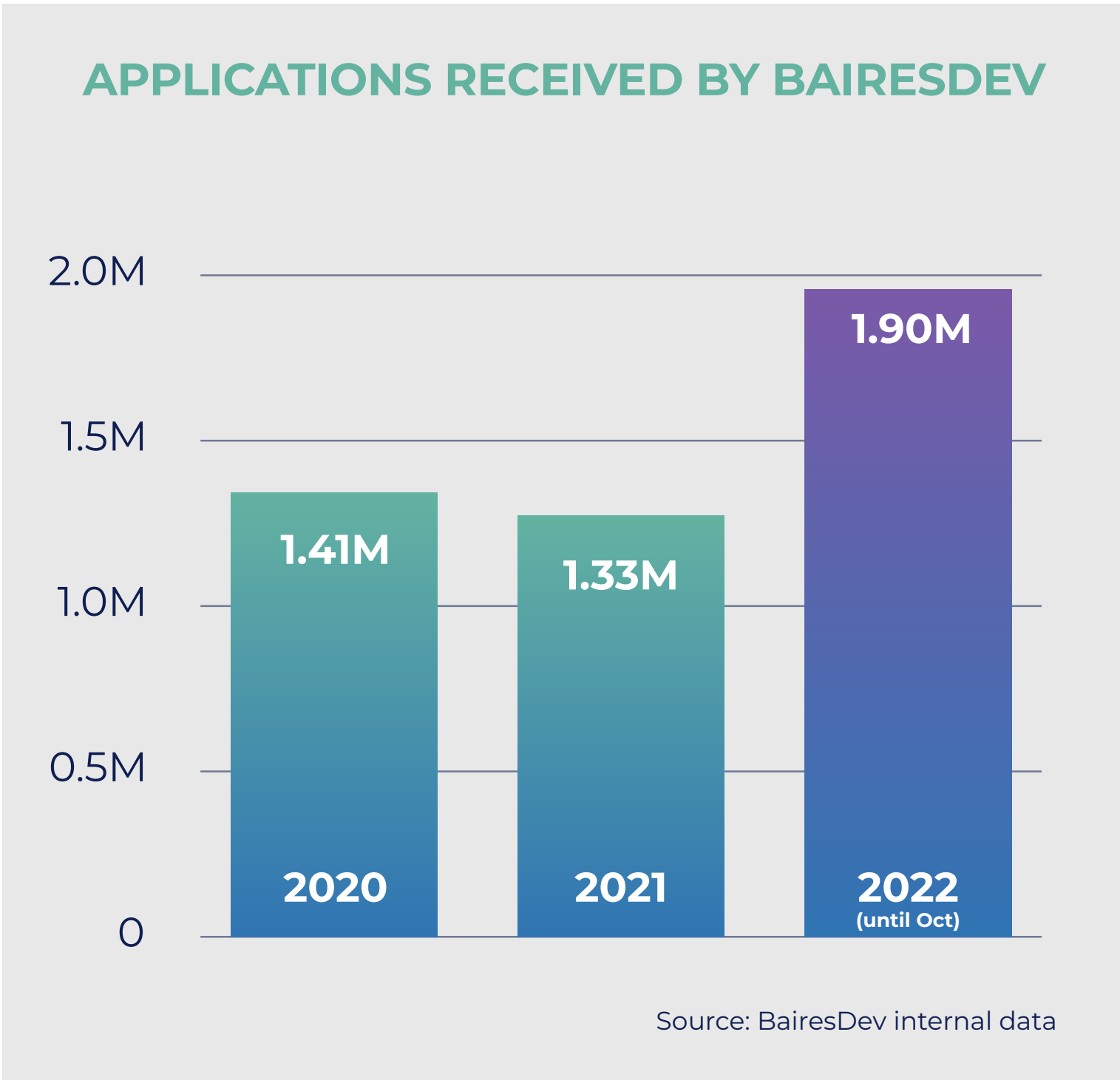
At BairesDev, we are always looking for ways to attract and retain top tech talent. And even with **more than one million applicants every year and 4,000+ individuals calling the company their workplace**, we know we have to keep ramping up our strategies for winning the war for tech talent. In 2022 alone, **talent from more than 140 countries applied to BairesDev, and active team members come from more than 50 countries.**

So, what makes the difference? Through internal data, attained via programs, studies, and initiatives including the Employee Value Proposition, Circles Program, High-Performance Program, and We Are the Ones Campaign, along with external research, we have gleaned valuable insights about what encourages talent to join a tech business — and stay.

Despite an increasingly competitive environment, we have found that certain factors, such as **building a unique company culture, hiring beyond geographic borders, building connections in the workplace, nurturing employee growth, and looking at factors besides salary**, can reduce employee attrition and attract top tech professionals.

Today, a recession looms, and some tech businesses are downsizing. But we still need ways to bring the best technologists into the fold and motivate them to stay for the health of our companies. As the Great Resignation slows after record quit rates in November 2021, we know that nothing is permanent in this highly competitive industry. At the same time, it is clear that there is a path forward for growing tech businesses and achieving success through top talent.

In a space where the most qualified professionals are always in high demand, it is paramount that organizations across sectors — and across the globe — have strategies for supporting, encouraging, nurturing, and otherwise engaging technologists. This is how they will ultimately win the battle for tech talent.



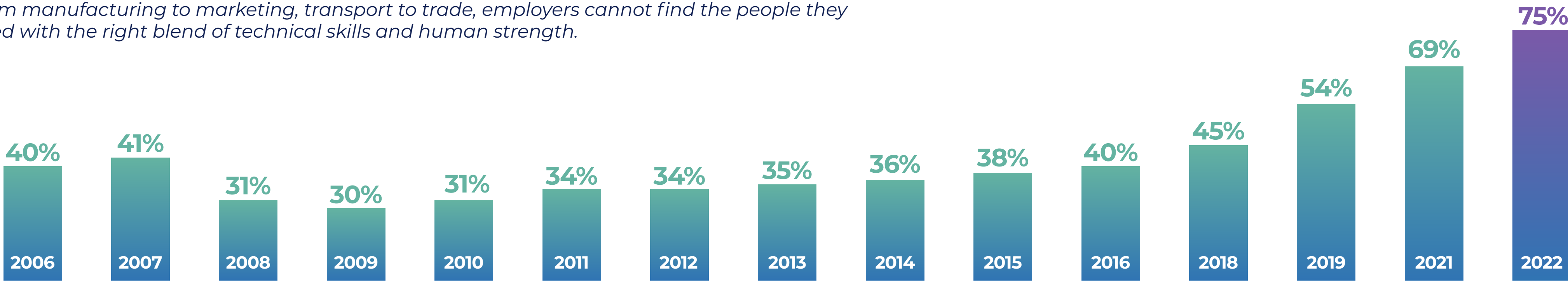
# How to Win the Battle for Tech Talent

## THE 2022 GLOBAL TALENT SHORTAGE

Global talent shortages reach a **16-year high** as **3 in 4 employers** report difficulty finding the talent they need.

### TALENT SHORTAGES OVER TIME

From manufacturing to marketing, transport to trade, employers cannot find the people they need with the right blend of technical skills and human strength.



### TOP FIVE IN-DEMAND ROLES

Whoever holds talent holds the future. These are the most sought-after professions by employers globally.

1. IT & Data
2. Sales & Marketing
3. Operations & Logistics
4. Manufacturing & Production
5. Customer Facing & Front Office

### TOP FIVE SOFT SKILLS

As every aspect of life becomes more tech enabled, human strengths stand out in the digital age.

1. Reliability & Self-Discipline
2. Resilience & Adaptability
3. Reasoning & Problem-Solving
4. Creativity & Originality
5. Critical Thinking & Analysis

Source: <https://go.manpowergroup.com/talent-shortage>



# 10 Ways of Attracting Top Tech Talent

How do you bring tech talent to your company initially? The industry is a competitive one, with many qualified players.

In order to attract the best professionals, financial incentives alone are not enough to stand out from the competition. Instead, consider these key factors.

# 10 Ways of Attracting Top Tech Talent

## 1. COMPANY CULTURE

BairesDev's internal data reveals that company culture and opportunities are critical when it comes to employee satisfaction and retention. The technology workplace is not just a place to work — it is a place to nurture oneself personally as well as professionally. A strong culture can motivate tech talent to join your organization.

Company culture refers not only to the mission and values the organization projects, although these attributes are certainly part of it. It also involves the shared experiences among colleagues, how the company celebrates individuals and their backgrounds, how individuals relate to one another, and the overall tone of the organization.

While company culture is not a tangible entity, there are key ways tech leaders can mold their cultures to meet the needs of their talent.

### **Some of the top priorities our team members have identified as important include:**

- Flexibility
- A sense of job security
- Values alignment between the employee and employer
- Integration activities to promote team bonding and a greater sense of belonging
- Communication from and with leadership
- Connections with other sectors and departments within the company
- Frequent feedback



# 10 Ways of Attracting Top Tech Talent

## 2. VALUES ALIGNMENT

### MEANING MATTERS TO EMPLOYEES

Most important factors when considering a change in environment, % of respondents<sup>1</sup>



<sup>1</sup> Respondents who answered extremely or very important

Source: <https://www.weforum.org/agenda/2022/06/the-great-resignation-is-not-over/>

When BairesDev established the **Giveback Program**, previously called the B-Grants Program, we were searching for a way to showcase our commitment to creating a more diverse and inclusive tech industry. Through the program, we partner with clients and make donations to nonprofit organizations that promote tech talent on their behalf. We believe this will help bridge the gap between tech talent and opportunities that will allow them to succeed.

This is in recognition of a major trend the pandemic has accelerated: the search for meaning. According to Harvard Business Review, **employee expectations now encompass values alignment, with team members wanting their work to be meaningful and exciting.**

The Giveback Program is just one way we demonstrate our commitment to serving underrepresented communities and giving back — a value and mission we shared with our employees.

**Giveback Program:** BairesDev makes donations to nonprofits that provide opportunities in tech for underrepresented groups on behalf of our clients.

# 10 Ways of Attracting Top Tech Talent

## 3. A REMOTE WORKFORCE

At BairesDev, we understand that today's workforce has different expectations from those in the past. Since our establishment in 2009, our team members have been entirely remote. This allows them to work from any location, including rural areas that are relatively untapped in terms of tech talent. Not only does this give people from different locations greater opportunities in a field in which they are not well represented, but it also means we can find and nurture previously unrecognized talent.

In fact, **more than 30% of our employees live in small towns as opposed to metropolitan areas**. This is an important way remote work brings us a diverse perspective while also allowing employees to preserve tech talent in rural areas and enhance their respective local economies.

**Expanding geographic reach is one approach to increasing diversity.** By employing a remote-first approach to hiring, without geographical restrictions and limitations, organizations have access to a talent pool that extends across the world.

### GEOGRAPHIC DIVERSITY IN BAIRESEDEV

140+

Applicants  
nationalities  
in 2022

50+

Nationalities  
already within  
our team in 2022

This is certainly an advantage since many of the existing and emerging technology hubs are located outside of the United States, with research showing that **6 of the top 15 emerging IT hubs are located within Latin America:** Mexico City, Buenos Aires, Rio de Janeiro, Guadalajara, and Campinas. These and other locations outside of the U.S. are proving to be attractive options for businesses since talent is everywhere and the US talent market is already saturated.

As we have discovered, talent is not only located in large cities and communities that mirror Silicon Valley. Talent can be found anywhere, including even in the

smallest towns and outskirts. And when businesses look to areas that are less saturated with the big tech companies and players, they can find **hidden gems** — as well as act as a source of economic opportunity for rural communities.

In turn, when these individuals bring economic support to their communities, they serve as an example, driving the creation of an ecosystem of talent that follows in their footsteps. Thus, businesses can be instrumental in cultivating tech talent, not just identifying it.

### WHAT TECH TALENT WANTS

>90%

Of applicants  
state that they are  
looking for growth  
opportunities

100%

Of applicants  
state they want  
a remote job

Source: BairesDev internal data

# 10 Ways of Attracting Top Tech Talent

## 4. CONNECTIONS AND COLLABORATION

We have also found that our professionals value their ability to work on international, high-stakes projects on world-class teams without having to leave their hometowns or countries. While one challenge is connecting with others in a remote environment, this ability to work from home does encourage individuals to become “autonomous, independent decision-makers.”

One way we promote a positive company culture and build more robust connections is through our **Circles Program**. A Circle is a center of excellence that includes top software engineers at BairesDev. This is a space to **share common knowledge, experiences, and best practices**, with the purpose of improving the engineer’s experience — thereby improving the customer’s experience as well. It’s a way of creating a community to empower our people.

Through Circles, we aim to build a culture of learning growth. We have found that providing opportunities to expand skill sets means a workforce that feels more confident in their skills and in their connections with their peers. Circle participants establish best practices

and share them with their peers as well, which means strong communities and strong workers.

Some examples of Circles activities include creating templates and starter kits, hosting Q&A sessions, sponsoring internal events, and offering Udemy courses. These opportunities not only **boost career growth** but also cultivate a deeper **sense of belonging**.

“ We have found that providing opportunities to expand skill sets means a workforce that feels more confident in their skills and in their connections with their peers. ”



**Circles:** Centers of excellence through which top software engineers share common knowledge, experiences, and best practices with one another.



# 10 Ways of Attracting Top Tech Talent

## 5. DIVERSITY BEYOND GEOGRAPHY

In light of worldwide recognition that diversity initiatives have fallen short in the past, many organizations are looking to ramp up their diversity, equity, and inclusion (DEI) efforts. This is certainly true when it comes to the technology sector. A more diverse workforce offers tangible benefits, including a wider range of perspectives, leading to greater innovation in products — something the technology industry desperately needs.

That's why at BairesDev, we use an **AI recruitment** and evaluation tool that quickly identifies top candidates based on their skills, experience, and qualifications. This tool also helps **eliminate bias**, because a machine is combing through candidate pools, as opposed to a human being.

Too often, applicants are filtered out because of bias, and technology can serve as an important tool to take steps toward combating these unconscious biases, which could stand in the way of employers even interviewing candidates with strong qualifications.

Of course, we also recognize that diverse talent comes from **diverse sources**. In the past six months, we have used more than 50 talent resources, including job boards, to source talent.

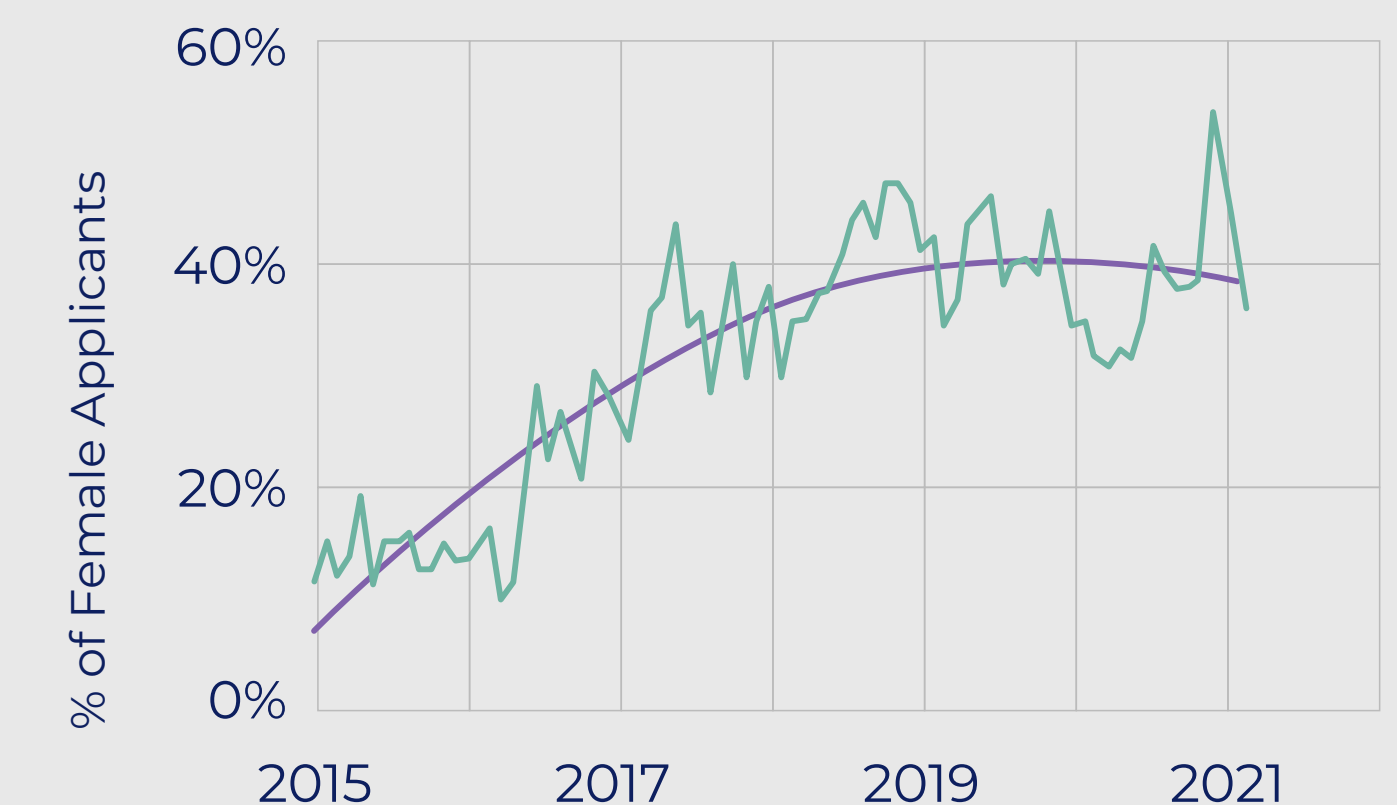
This is just one part of a comprehensive recruitment process that takes into account applicants' test results, skills, experience, and interview performance. We aim to find not only the best fit for our open opportunities but the best fit for each candidate. That's why we recently launched a new Applicant Site, which offers a more streamlined applicant process. On the new site, candidates will find tests specifically assigned to them based on their unique experiences and skills.

*We have already realized meaningful results from our initiatives. Between 2021 and 2022, we have seen a 65% increase in geographic talent dispersion. Moreover, thanks to our Giveback Program in mid-2022, 1,500 talented individuals from diverse backgrounds had access to learning and training opportunities.*

Incorporating an eye on diversity into hiring practices doesn't just benefit employees. McKinsey's Human Capital at Work: The Value of Experience report found that considering candidates with a wide variety of backgrounds and career experiences and creating upward and lateral career paths is a positive step for organizations and team members alike.

### % Female of Total Applicants

— % of Female vs Total Applicants  
— Trendline for % of Female vs Total Applicants  
 $R^2=0.793$



Source: BairesDev internal data

# 10 Ways of Attracting Top Tech Talent

## 6. EFFICIENT AND INCLUSIVE RECRUITMENT

A 2021 LinkedIn study found that **the engineering industry has one of the longest average timelines for the hiring process at 49 days**, and this has the potential to deter talented candidates.

We want our hiring processes to be streamlined, yet fair and **inclusive**. In order to achieve these goals and to get to know our applicants on a deeper level, we give them the opportunity to create a three-minute **audio or video recording** to discuss their experience and expertise.

We have established the **Fast Track Hiring Program** in order to create a more efficient hiring process. We also offer live chat in addition to email communications, allowing candidates to choose the approach that works best for them and reduce the number of hiccups that can occur.



**Fast Track Hiring Program:** The candidate fills a 2 minute form and is contacted in 3 business days



# 10 Ways of Attracting Top Tech Talent

## 7. MORE THAN A SALARY

### CHANGING MODES OF ATTRACTING TALENTS

86%

Of applicants say they would change jobs for an opportunity with greater chances of career growth

80%

Of applicants stated that they would change jobs if a new project is more interesting/challenging than the current

Source: BairesDev internal data

In the past, higher salaries have been a primary motivation for workers across sectors. Today, however, there are many additional factors at play.

BairesDev's 2022 **Engagement Survey** (2,250 responses) revealed that the top qualities our developers consider “most exceptional” about the company include remote work/flexibility (22%), clients/projects (19%), people/community (15%), and opportunity (12%). Thus, the majority of those surveyed cited factors pertaining to work styles, projects, and community.

Meanwhile, our Onboarding Survey finds that more than 80% of our new joiners said they chose BairesDev for the opportunity to work fully remotely. More than 50% said it was for a career path.

A competitive salary is important, of course, but to attract the highest level of tech talent, organizations will need to think beyond the obvious and look at programs, procedures, and qualities such as those identified in our survey.

While compensation will always matter, we have discovered that **a compensation package isn't necessarily the main reason why team members join the company.** Culture, values alignment, and flexibility have proven more important when tech professionals are making the decision about where to work.

According to our data, 86% of applicants say they would change jobs for a greater opportunity for career growth, and 80% would change jobs if a new project were more interesting or challenging than their current role. In other words: **meaning matters.**

# 10 Ways of Attracting Top Tech Talent

## 8. RECOGNITION

We have also discovered how much our talent values appreciation for their work. Our **Rewards and Recognition Program** is a clear example of this. Through the program, B-Devers can recognize their colleagues' contributions and achievements based on BairesDev's core values:

TALENT & DIVERSITY	TEAMWORK & COLLABORATION
CUSTOMER-CENTRIC	EXCELLENCE

We have consistently seen that the **most recognized value is teamwork/collaboration**, with well over 50% of submissions routinely highlighting this quality in peers.

**Rewards & Recognition Program:** BairesDev professionals are recognized and celebrated by their peers.

Celebrating talent also gives the recognizing individuals an opportunity to reflect on the community-driven nature of the company. We have received qualitative feedback steeped in praise for our professionals, such as:

*“I admire your hard work and efficiency. Even though you have a very busy schedule, you are always willing to give support to others. Thank you for going above and beyond, we are lucky to have you on the team!”*

*“Very clear thinking, clever and knowledgeable. Great teamwork and resourcefulness. Impressive technical background and amazingly committed. Always polite with great communication skills.”*

This is more than a “feel-good” initiative — winners are celebrated and recognized and receive tangible rewards for their commitment to the company, which, in turn, contributes to a stronger company culture.



# 10 Ways of Attracting Top Tech Talent

## 9. FLEXIBILITY

At one time in the not-too-distant past, work in technology was largely limited to full-time employment. As with norms across other industries and across the world, this, too, is evolving in tech.

Remote work opportunities and flexibility are some of the main reasons why our software engineers choose to work at BairesDev — and why they stay.

The data agrees that flexibility is a priority when attracting tech talent. Stack Overflow's 2022 Developer Survey found that **the number of developers who described themselves as “independent contractor, freelancer, or self-employed” rose by 5 percentage points from 2021 to 2022, reaching nearly 15% in 2022.** Work styles are changing, and businesses must be willing to accommodate different models and modes.



# 10 Ways of Attracting Top Tech Talent

## 10. AN EMPHASIS ON TALENT PRIORITIES

Understanding talent is not about intuition — it involves **asking and listening** to what tech professionals want from their employer.

We also seek to better understand the values of our talent and target team members through our **Employee Value Proposition (EVP)**. This consists of six main assets that define how people experience value through their relationship with the company. By investigating these key assets, which we have defined as reputation, compensation, benefits, career, culture, and environment, we seek to strengthen and better communicate these qualities.

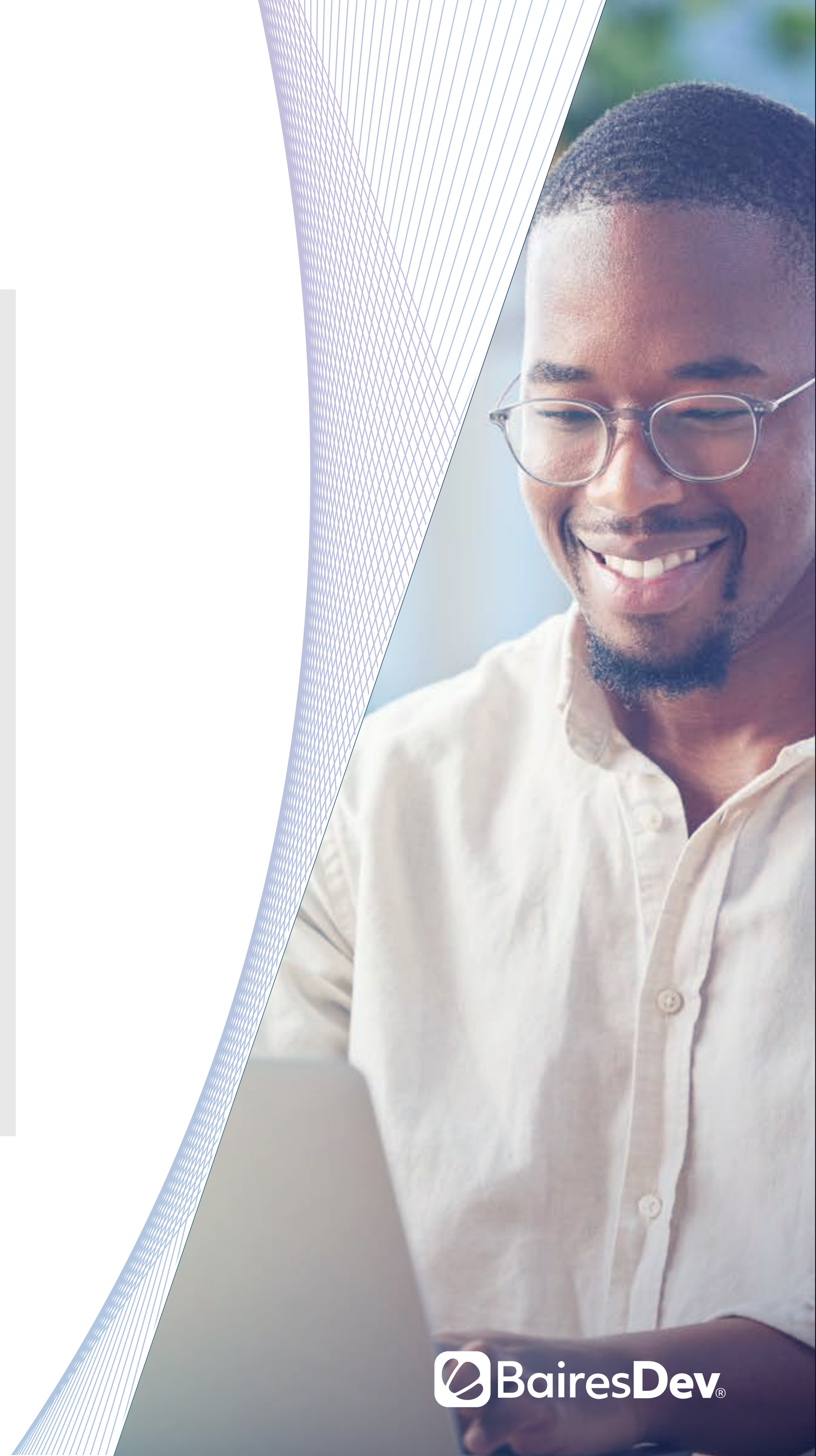
Our study focuses on **promised value and perceived value**, backed by evidence from sources like employee **surveys at different points** in their journey with BairesDev — talent, onboarding, the third month in, engagement, and exit — social listening, and public company feedback.



**Employee Values Proposition:** A study of the promised and perceived value BairesDev offers talent at different points in their journey with the company.

### Key attributes we have found in attracting and retaining top talent include:

- Affording autonomy and decision-making capabilities
- Promoting flexibility and a work-life balance
- Having a strong management team
- Providing opportunities for growth and career pathing
- Establishing a collaborative environment, with high-performing individuals working together
- Offering benefits that improve quality of life, such as PTO
- Providing hardware





# 5 Reasons Tech Talent Will Stay

Attaining tech talent is no easy feat.  
More difficult still is retaining top workers.  
Through our programs and initiatives, we have  
gleaned valuable insights into what motivates  
professionals in the industry to stay.



# 5 Reasons Tech Talent Will Stay

## 1. THE HUMAN TOUCH

When there is an **emotional connection**, people feel safe in their environments and perform better as a result. This need for a “human touch” is what led us to create our **We Are the Ones** Campaign, through which we learn more about the talent that makes up the BairesDev team and share their stories with the community.

The program also displays the **diversity of perspectives** that make up the BairesDev team, which, in turn, attracts tech talent from many backgrounds — there is the understanding that they, too, will be valued for the differences they bring.

This campaign shows that we celebrate not only the technical talent that makes up our workforce but also the **personalities** and individual gifts our team members bring. We have tech skills, but we are also musicians, artists, travelers, and even magicians. We Are the Ones campaign had 86% above-average engagement among our talent, showing how people care about the person behind the teammate.

?

**We Are the Ones:** An initiative that highlights the profiles and achievements of BairesDev team members, sharing interesting characteristics and qualities with the community.

“ We have tech skills, but we are also musicians, artists, travelers, and even magicians. ”



# 5 Reasons Tech Talent Will Stay

## 2. ONGOING FEEDBACK

At the same time, technology workers themselves need feedback in order to grow and feel well supported by their employers.

BairesDev employs the **High-Performance Program (HPP)**, a process every developer entering a new project must undertake, regardless of seniority or experience. This comprehensive **performance evaluation and monitoring process** has been correlated with higher performance among our developers — **since the implementation of the HPP in 2019, the risk of low performance has been reverted in nearly 75% of all cases.**

The purpose and fulfillment of the program's objectives are twofold. The HPP improves the developer's relationship with the client by ensuring that they understand expectations and deliver accordingly, encouraging them to be transparent and communicate thoroughly, and improving the chances of the developer receiving positive feedback from the client. It also reduces the risks of poor performance becoming an issue.

How do the HPP and other feedback practices positively impact retention? Ultimately, feedback is a two-way street. True, **most workers want praise, but they also want constructive criticism.** The latter type of feedback allows them to grow in their role and mature as technology workers, ultimately becoming more successful in the long term. It can also improve their confidence, both in themselves and in their organizations.



**High-Performance Program:** A process to ensure that clients and developers maintain a positive relationship and tech talent meets performance expectations.



# 5 Reasons Tech Talent Will Stay

## 3. LEARNING OPPORTUNITIES

At BairesDev, we are eager to see employees learn and grow. This was part of the impetus for creating the Circles Program, through which talent can crowdsource their knowledge, as well as tap into external learning resources.

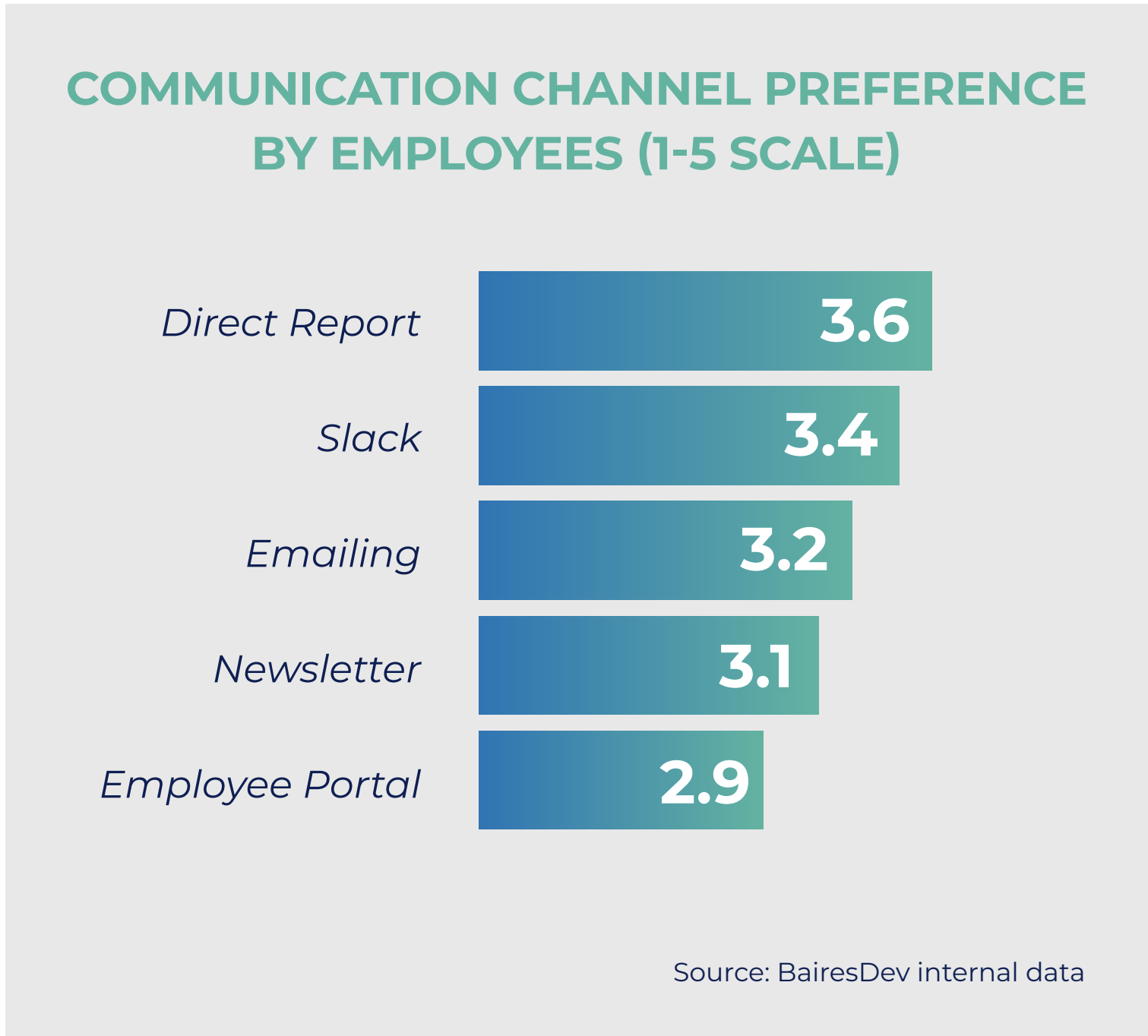
This is critical for nurturing and retaining talent, particularly in today's landscape. A Monster analysis found that **45% of workers surveyed would be more likely to remain with their current employer if it offered skills training.**

We have found that learning benefits both the individual and the larger community, encouraging the professional to grow and explore opportunities within the business.



# 5 Reasons Tech Talent Will Stay

## 4. EMPLOYEE LISTENING



Something all workers crave is having their voices heard. When you're in the business of delivering technological solutions, fortunately, this means that you have the ability to create and leverage unique channels for communicating and not just hearing employees but truly listening to them and their concerns.

Ninety-four percent of global organizations recently surveyed by Perceptyx have **formal listening programs**, but not all listening programs are equally effective or successful. Through internal surveys, we have found that **our talent prefers direct report communication, followed closely by Slack**. However, a blend of methods or channels is most effective in ensuring that their voices are heard.

# 5 Reasons Tech Talent Will Stay

## 5. BONDING AND WORK RELATIONSHIPS

There are plenty of benefits associated with remote work, from a lack of commute time to increased productivity. But it does mean that there are fewer opportunities for tech workers to interact with one another, and this reduction in social interaction is proving detrimental to team members' contentment with their work.

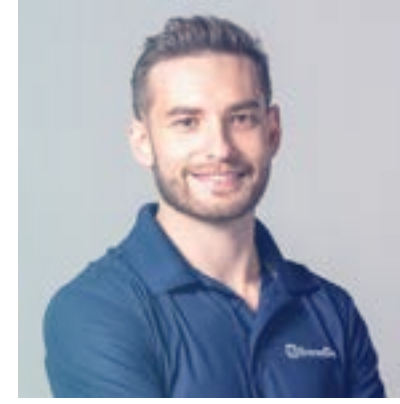
But there are still ways to facilitate team bonding and connections in remote workplace scenarios. This is imperative since technology development is a collaborative endeavor, not an independent one. How can organizations facilitate social interactions even when they're operating remotely?

### Some ideas include:

- Creating **local hubs** for team members who are colocated
- Hosting **social opportunities** via video conferencing platforms in addition to work-related meetings
- Providing opportunities for like-minded team members — regardless of role — **to engage with one another** on Slack channels or via other digital platforms



# What Motivates Talent to Stay at a Company?



**Luis Paiva**, BairesDev SVP, People, Technology, and Operations, shares key learnings from our People Experience team (PeopleX)

## LISTENING AND KNOWING THE TALENT

You have to get to know your team. Beyond their everyday tasks, employees are driven and motivated in different ways, and they have different personal concerns. **Contact should be constant** and not just work-related. Consider how they feel and what motivates them. At BairesDev, everyone has a PeopleX **partner assigned for support**.

## REMOTE WORK

Remote work has already been part of the tech landscape for many years. When the pandemic began, their family members also started to work remotely. This opens new possibilities aside from working from home. **Families** now have the chance to **relocate** to other cities and even become **digital nomads**.

## CULTURE

We have learned to strengthen our employees' **sense of belonging**. Employee engagement has a big role when it comes to long-term commitment. BairesDev offers not only job opportunities but also a **supportive environment** for team members to be heard and motivated.

Our talent values **multiculturalism and geographic diversity** at work. BairesDev has active employees working remotely from **600+ cities worldwide**.

Talent loves remote work, but through our local Slack channels, we have found that people in different cities want to meet and socialize in person. To that end, we're strengthening **team bonds** and organizing meet-ups with local ambassadors.

## LEARNING AND CAREER PATH

We've found that the top two drivers for employee motivation are career pathing and learning. Tech talent is frequently self-taught and looking to advance their skills and careers. It's in their nature to look for the latest technologies and new skills to master. It is paramount to spot signs of an employee getting bored and **anticipate their needs or interests**. Consider rotation as a possibility. Also, we are focusing on **learning and training campaigns**.

## UNDERSTANDING THE REASONS

Software developers receive job offers daily. Understanding what motivates them is the key to retention. Using a specialized **retention team**, we have been able to revert over 60% of all cases where tech talent had originally considered resigning. This team follows a detailed playbook to **understand the underlying reasons behind every resignation decision** and strives to revert the decision by working together with the employee.

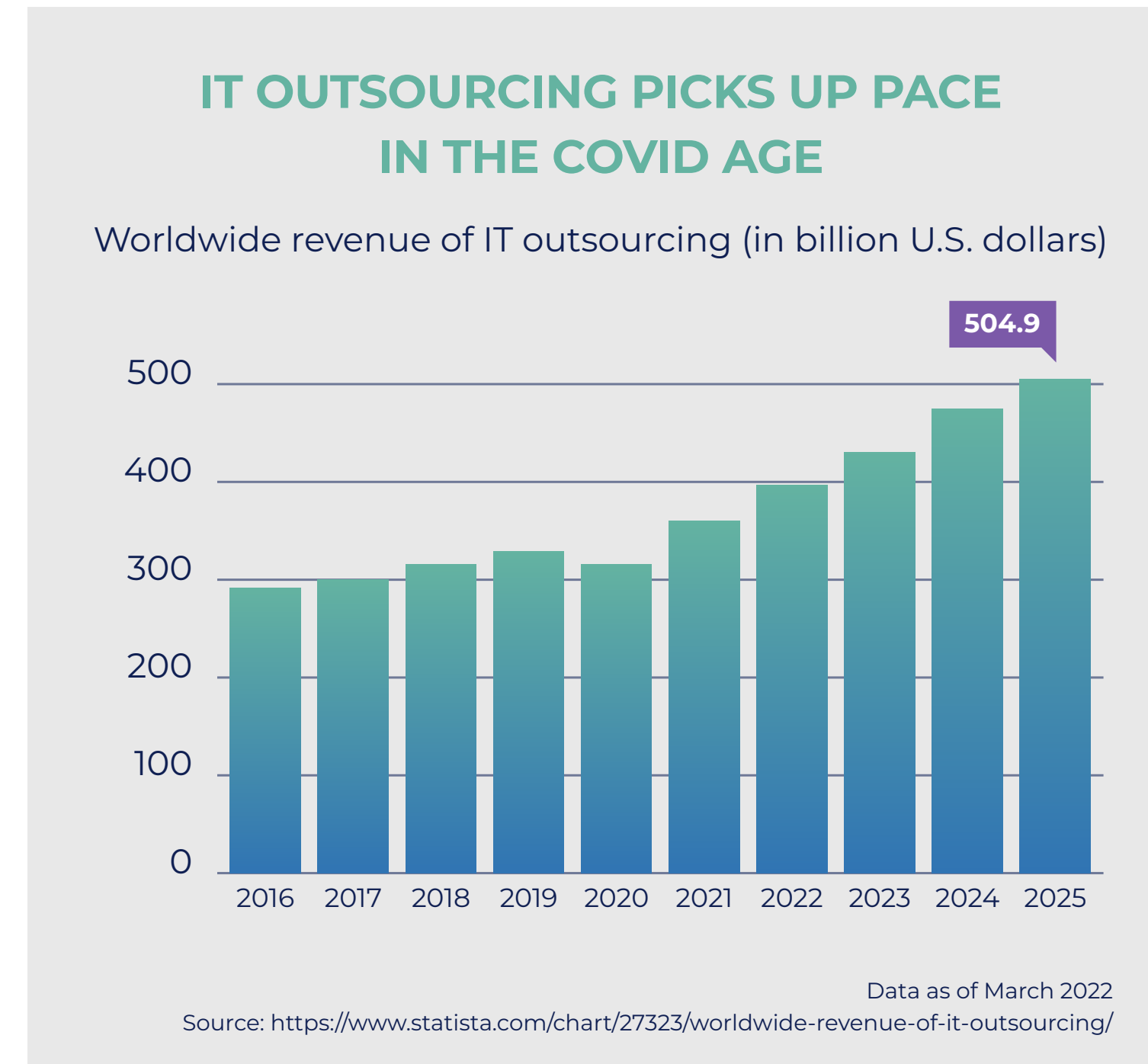
# Talent Outsourcing and Staff Augmentation Solutions

The demand for tech talent is high, but **the need for the right professionals is outpacing their availability**. One promising solution is IT and software development outsourcing.

Through this process, businesses use external providers to deliver a range of technology services, from IT maintenance to application and program development. The solution offers a number of key advantages, including greater flexibility and increased productivity.

Worldwide outsourcing is showing staggering growth, particularly in the technology sector. Statista projects that IT outsourcing spending will reach more than 500 billion USD by 2025.

Many industries are embracing outsourcing strategies, such as finance, customer service, marketing, and many others. Technology is especially ripe for outsourcing because the professionals in the industry are well-versed in leveraging and building the tools necessary for communication and collaboration. This is also work that has routinely been performed remotely, a style that is not as familiar to other fields.



This is not to say that there aren't challenges associated with technology outsourcing. However, working with a skilled and experienced partner can help you overcome obstacles like misalignment with collaboration strategies.

BairesDev operates with two main models of outsourcing: **delivery teams and staff augmentation**. Through the delivery team model, technology professionals complete projects independently. Meanwhile, through the staff augmentation model, developers and other specialists join in-house teams to provide needed services, filling in gaps that exist to help businesses scale their teams and services.

In many ways, this is a “best of both worlds” approach. When businesses work with an outside provider, that partner acts as an intermediary. They source, cultivate, nurture, and support technology talent. They also connect businesses with that talent, using their vast network of technology professionals to find the ideal fit for their needs, values, and purpose. Lastly, they keep top talent in the pipeline by supporting and developing technologists in their careers.

# Final Words

Outsourcing technology services is not the only solution for winning the global battle for talent. But it is a promising strategy for bridging the gap between a shortage of qualified professionals and the competition for the best expertise in the field. It's also a step in solidifying a long-lasting technology strategy.

Today, the business landscape depends on digital services, no matter what the industry or specialty. Even those businesses that aren't direct providers of technology need to have a strong infrastructure, and many are undergoing or seeking to undergo digital transformations. Having the highest tier of tech talent in place is necessary for businesses to survive and thrive to stay relevant and competitive.

Winning the war for tech talent is by no means easy, but using a comprehensive strategy and cultivating talent — whether you have in-house technologists, outsourcing partners, or a combination of the two — will enable businesses to attract and retain professionals to help them scale their operations and provide exemplary services to their consumers.





# Why BairesDev

The Top 1% of Tech Talent is the backbone of our business. We deliver end-to-end technology solutions created by the most highly vetted, expert-level teams in the business.

