

OFFSHORE STAFFING: MOBILE APPS DRIVES IMMEDIATE RESULTS



ORGANIZATION BACKGROUND

Our client is a leading online florist and gift business by offering truly original floral arrangements and gifts for every occasion and recipient. Our client recognizes that mobile is an invaluable opportunity to reach consumers on-the-go close to the point of purchase. As per the research done by the client, they noticed that their mobile applications still had room for improvement. After careful estimation, the client determined that the development of mobile apps for iOS and Android would take a minimum of two full-time man hours.

PROJECT CHALLENGES

Based on this estimate, the company wanted to hire two experienced Mobile (Android and iOS) consultants for a one-year service contract. However, the initial quotes from staffing companies resulted in two major issues for the company:

- The staffing rate for consultants in the US was \$200,000 over-budget than the initial plans of the client.
- The client could lose critical market space momentum in delaying the release of their mobile apps for a year.
- Our client required complimentary apps that could be provided to mobile users and a delay in the release of these apps was not affordable for the company since it could end up losing its competitive edge. It needed apps that could be created in an extremely short time frame at much lower costs, resulting in a major challenge for the company.

SOLUTION

We provided the client with our offshore staffing solution model for review, offering the company a chance to complete its project under its initial budget. Detailed discussions were held with the client to discuss the possible solutions and it was then decided that the client would increase its initial budget slightly to hire four developers in place of two for developing Android and iOS mobile apps. This way, the time required for the development of apps was reduced significantly.

After that, we provided the client with the pre-screened resumes of eight mobile app developers and interviews were arranged with them. The company decided on the resources it wanted to hire the same day and the project was started right away. Both the developers immediately started working on mobile app development for the client. Our client was successfully able to launch its first mobile app in the six months after the developers started working on the projects. This helped the company maintain its competitive edge and momentum in the market.

Contract

Cost to hire Mobile Phone Developer
\$100 per hour x 2,000 =
\$200,000 x 2 = \$400,000

Offshore Staffing

Cost to hire Mobile Phone Developer
\$30 per hour x 2,000 hours
= \$60,000 x 4 = \$240,000

Real Savings per Resource
\$140,000

&

App Development Executed **TWICE** as Quickly!



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