North American Staffing Firm Propels Digital Transformation Forward With Nearshore Engineering Experts

HATCHWORKS™

About the Customer

With hundreds of branch offices across all 50 states, as well as Puerto Rico and Canada, this North American on-demand staffing company has spent the last three decades helping businesses with their operations by connecting people and work opportunities. The organization specializes in quick and reliable on-demand labor and highly skilled workers—supporting a wide range of industries from construction, to manufacturing and logistics, to hospitality, and more.

HatchWorks Expertise Provided:

Integrated Nearshore Software Development

The Challenge and Opportunity

With the growing popularity of the "gig economy" and seeing their corporate revenues declining year over year, the firm recognized their aging technology was not flexible enough to allow them to evolve to take advantage of new trends in the staffing industry. This prompted the company's decision to set out on a digital transformation journey —more specifically, a large multi-faceted, multi-year initiative that would overhaul their entire technology stack.

Without the expertise on-site to hit the ground running, the company required additional engineering resources—experts who could help support and maintain their current legacy application as a new one was being built. However, scaling so quickly and ensuring they had professionals with the right expertise was not necessarily an easy feat—nor was doing so in a cost-effective manner.

As a result, the company sought a consulting business that could effectively triple the size of their engineering team and help propel their digital transformation initiative forward as quickly as possible while ensuring its successful implementation.
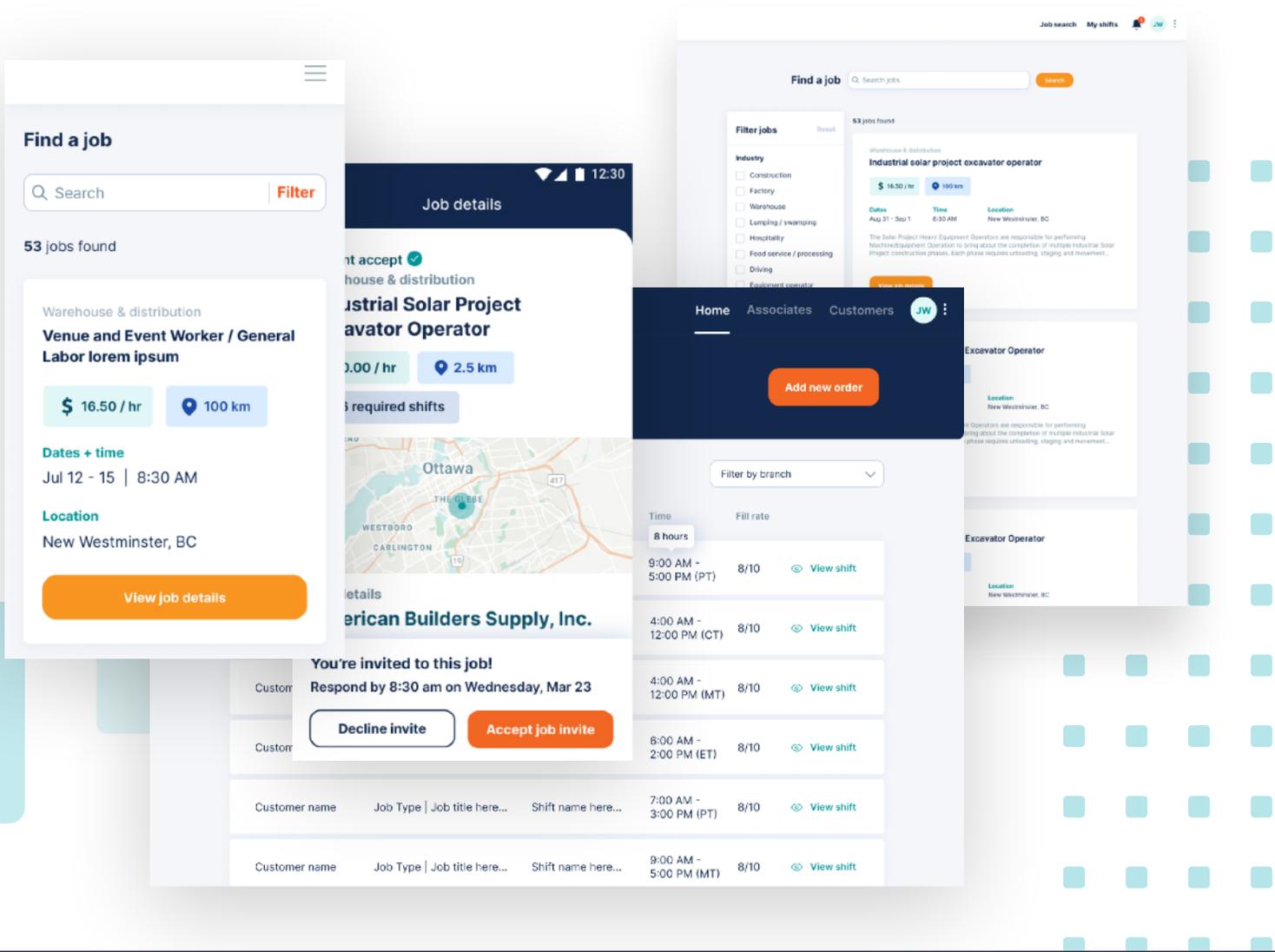
Solution and Results

In 2020, the company selected HatchWorks to provide the external expertise they needed. In addition to bringing in a dedicated team of Product Management and UX Design experts to establish a product discipline and roadmap for the company, HatchWorks also provided a team of integrated nearshore engineering experts. Based in Latin America, these fully qualified software engineers were able to realize value for the company in a short amount of time. In addition to providing expertise in areas including Data Science, Mobile Development, Application Architecture, Full Lifecycle Software Development and Support, HatchWorks' nearshore offering enabled the company to enjoy a cost savings of approximately one-third what they would pay for similar onshore assistance.

While "offshore" services are generally situated much further away from US-based companies, HatchWorks' nearshore team members were located in time zones that aligned more closely with the company's working hours—which much more easily facilitated in-person meetings if travel was required. These benefits, combined with the nearshore team's fluency in English, ensured a strong work culture alignment, ultimately providing the company with more control over the entire development process.

Today, about 20 nearshore engineers are working on the new application, coordinating in tandem with the product team. As the company's needs for data engineering resources are sure to evolve throughout this multi-year project, HatchWorks will continue to adapt and even extend their team to meet those requirements.

Ultimately, this team model has been so successful for the firm that they regard HatchWorks' nearshore engineers not only as trusted leaders but also partners in helping them architect the solution for their digital transformation.

Are you interested in benefiting from an integrated nearshore team model of highly skilled experts—a team that is essentially embedded within your enterprise, enabling you to reap the rewards of leading-edge talent in addition to reduced costs?

Contact HatchWorks today to learn how we can **ignite** your vision, **accelerate** your time-to-market and time-to-value, and enable you to **succeed** now, and in the future.

📞 +1 800 621 7063

+1 800 621 7063 | INFO@HATCHWORKS.COM

About HatchWorks

HatchWorks is your guide on the journey to product excellence. Our team of award-winning product experts specialize in building future-proof, innovative software products powered by data analytics, AI and IoT innovation. From ideation to strategy to launch and beyond, we partner with industry leaders in finance, healthcare, manufacturing and more to scale and commercialize their product suite with modern software solutions. As a result, we empower our customers to create meaningful user experiences and drive actionable data to improve and inform their critical business decisions. HatchWorks is headquartered in Atlanta and has offices in Chicago, Costa Rica, Peru, and Colombia.

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ENTERPRISE SOFTWARE SERVICES