

Nearshoring IT in Europe:

optimizing costs,
productivity, and
quality

How nearshoring can transform IT process management, reduce complexities, and create growth opportunities for businesses.

Introduction

In recent years, IT process management has become a priority for companies seeking to maintain competitiveness in an increasingly digitalized market. However, many organizations face growing **technological complexities**, a shortage of **skilled resources**, and the need to **reduce costs** without compromising quality.

In this context, the **IT nearshoring** model emerges as a strategic solution to address these challenges, offering a balance between economic optimization, operational flexibility, and high quality.

This document explores the possibilities offered by nearshoring, compares it with other outsourcing models, and outlines the advantages of this strategy for European IT companies.

01

In-house **IT**

management:

challenges and
drawbacks



Many companies choose to manage their IT processes in-house to retain complete control over their projects. However, this choice often entails several challenges:

**RECRUITMENT
DIFFICULTIES**

The demand for IT talent exceeds the supply, creating fierce competition for top resources.

**HIGH
COSTS**

Salaries for IT professionals and training expenses are steadily increasing.

**LACK OF
FLEXIBILITY**

IT needs vary over time, making it difficult to manage workload peaks effectively.

These obstacles highlight the need for more agile and scalable outsourcing models.

02

How to
outsource
IT processes?
Comparing
BPO models



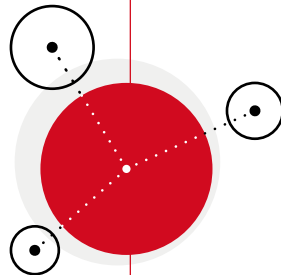
| **NEARSHORING**

Nearshoring involves outsourcing to **nearby countries**, offering advantages such as geographical proximity, cultural affinity, and similar time zones. It serves as a middle ground between offshoring and onshoring, combining cost efficiency with high quality.



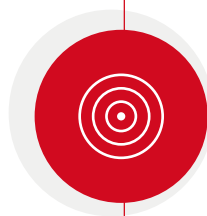
| **OFFSHORING**

This model entails outsourcing to **distant countries**, often in Asia or Latin America. While it is the most cost-effective model, it presents challenges such as cultural differences, incompatible time zones, and communication complexities.



| **ONSHORING**

Outsourcing to providers within the **same country** ensures maximum ease of communication and control but often comes with prohibitively high costs.



03

IT

Nearshoring

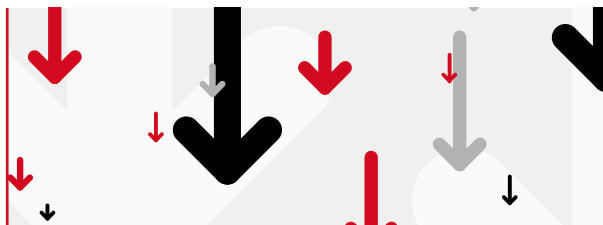
in Europe:

choosing the
right partner



IT nearshoring is an increasingly popular strategy for European companies seeking to outsource IT processes to qualified teams while maintaining geographical and cultural proximity. This approach balances operational efficiency and cost reduction without sacrificing quality or productivity.

Among emerging destinations for nearshoring in Europe, **Albania** stands out for its competitive advantages.



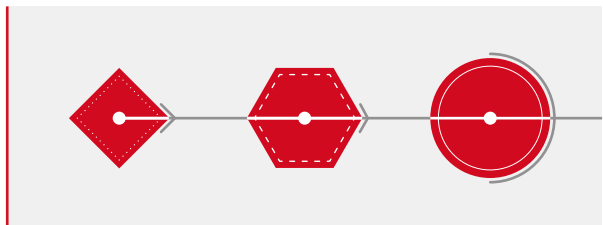
REDUCING OPERATIONAL COSTS

Albania offers a highly skilled IT market at significantly lower costs compared to Western European countries, thanks to a favorable tax regime for the IT sector.



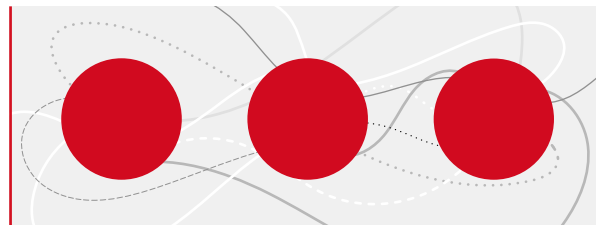
TEAM SCALABILITY

Partnering with nearshore providers in Albania enables businesses to easily scale their IT teams based on specific needs. With a young, multilingual, and highly educated workforce, companies can quickly integrate skilled resources for both short-term projects and long-term requirements.



ENHANCING PRODUCTIVITY AND

Albania's time zone aligns perfectly with Central Europe, facilitating real-time collaboration. Cultural proximity and the widespread use of foreign languages, such as English and Italian, ensure clear communication and a deep understanding of client needs. Additionally, the country's growing focus on technical and academic education guarantees high standards for IT projects.



SEAMLESS COMMUNICATION THROUGH CULTURAL AFFINITY

Albania shares numerous values and work practices with European countries, making collaboration easier compared to distant offshore destinations. Its capital, Tirana, is an international hub, accessible in less than two hours from many European airports. With its cultural openness and partnerships with EU countries, the U.S., Israel, and Turkey, Albania positions itself as an ideal partner for global tech projects.

04

Opportunities: the Armundia Factory approach



Method

Armundia Factory implements an integrated nearshoring model that fosters continuous and direct collaboration with client teams. Through the role of the **Outsource Manager**, seamless and constant communication is ensured, including weekly alignment meetings. This strategy allows operational challenges to be addressed promptly and optimizes business processes.

Thanks to our expertise, our clients have achieved significant improvements in operational capacity, release frequency and product quality.

Results

+ **133%**
PRODUCTIVITY

133% INCREASE IN PRODUCTION CAPACITY:

Automated QA processes improved test coverage from 100 to 600 per release.

- **90%**
TIME

90% REDUCTION IN RELEASE TIMES:

Updates are more frequent and aligned with market needs.

IMPROVED POST-RELEASE STABILITY:

Automated testing significantly reduced post-launch issues, increasing end-user satisfaction.

Contact us

To learn how nearshoring can transform your IT process management and improve your business outcomes, contact us today.

Armundia Factory is your ideal partner for building a scalable and successful collaboration.

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