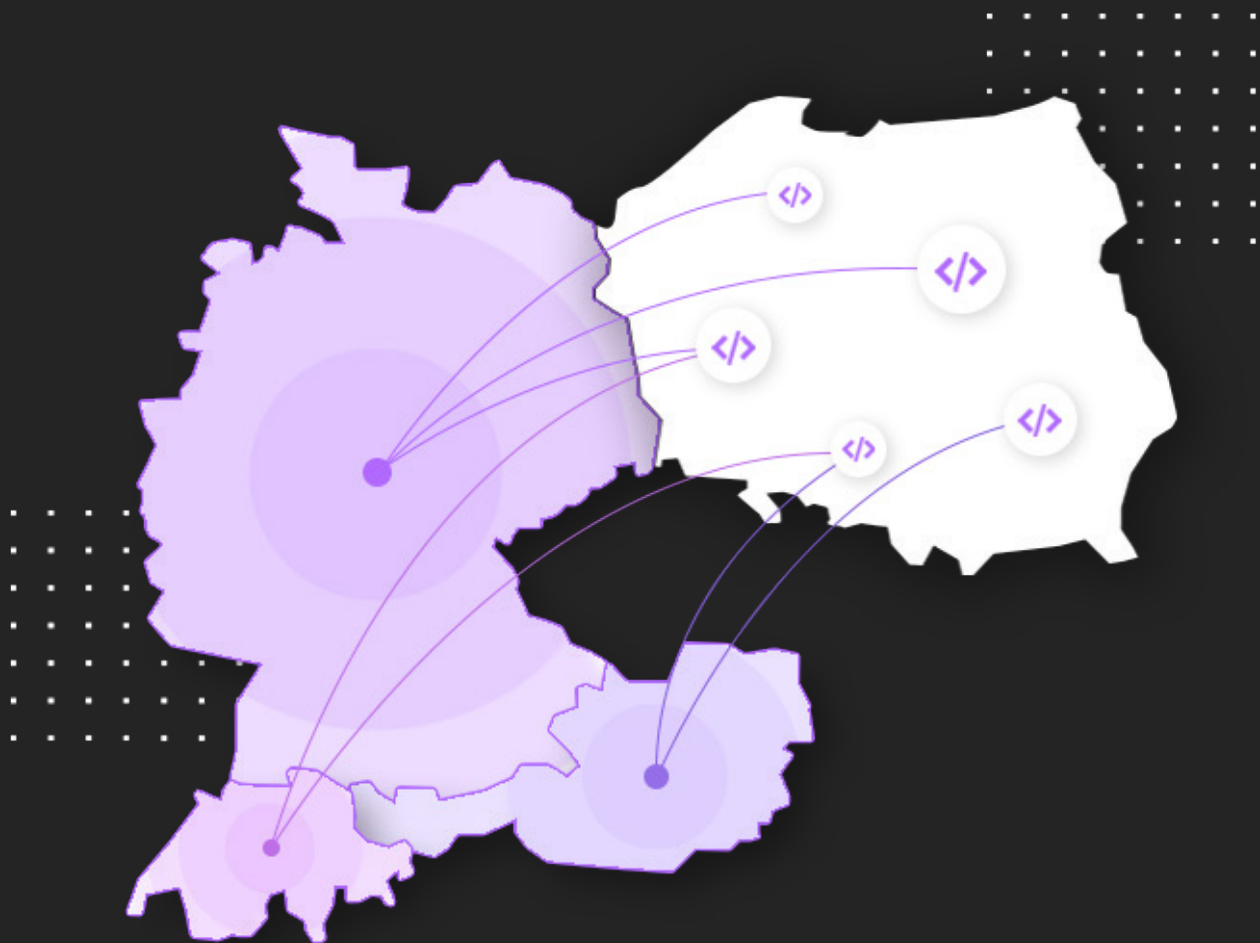


# The CEO's Guide to Nearshoring Web & Mobile Development in Poland

How Digital Agencies in DACH Countries Shift  
Outsourced Development Closer to Home



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# Introduction

This ebook will detail how digital marketing agencies in DACH countries **build winning software product development teams** with neighboring Polish IT partners. It will help readers understand how to modernize their business operating models to meet the increasing demands of today's business environment.

As more European enterprises grow their digital presence, **nearshore software development** has become an attractive option **for CEOs and CTOs looking to scale their distributed teams at competitive pricing**. Nearshoring eliminates issues like local talent shortages, expensive hiring markets, lack of transparency, or reduced code quality when taken offshore.

When negotiating or pricing projects, Poland has emerged as a leader in cost-effective talent. Polish developers are also more nuanced in the necessary soft skills (communication, business knowledge and project management) to get work done smoothly with global clientele.

**For the CEOs and CTOs of digital marketing agencies or departments**, here's how you can best take advantage of opportunities of nearshoring with the emerging technology partners in Poland.



# Terms to know

## **DACH Countries**

The DACH region in Europe comprises the translingual countries D ("Germany"), A ("Austria") and CH ("Switzerland"). Germany's economy is the largest in Europe, with the majority of the country's GDP coming from its service sector, with a rising digital technology hub on a global scale.

## **CEE Countries**

The term Central and Eastern Europe (abbreviated CEE) includes countries like Poland, where cost-of-living and wages are lower than their Western counterparts, but IT education and global job experience has matched or exceeded that of neighboring markets.

## **APAC Countries**

The Asia-Pacific region was the first leading digital outsourcing region following the dot.com bubble in the 90s, and continues to be a global hub for lowest-cost offshore models for Western countries. The Republic of India, Philippines and Malaysia have become leaders in the APAC outsourcing market.

## **Offshore Software Development**

Outsourcing digital projects is the practice of sending service work to other countries. In the early 2000s, most digital projects were outsourced to Asia-Pacific countries like the Republic of India or the Philippines for their low cost centers. However, issues like timezone, cultural and quality variables can rack up hidden costs that make offshore cooperation problematic.

## **Nearshore/Onshore Software Development**

For digital projects, nearshoring is the practice of moving some (or all) of a business's IT costs centers to more affordable regions neighboring their native country. The benefits are myriad, but they include shared timezones & vacation schedules, cultural similarities, lower travel costs, less back office & tax hassles and overall, greater control and reliability.



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# Deepening Challenges Overseas

**Over two decades ago, the biggest European software companies were drawn to Asia-Pacific workforces for lowest-cost programmers on the heels of the dot.com boom. Today, high quality developer workforces can be sourced closer to home, reducing the risks and challenges of taking business offshore.**

As companies of all sizes strive to develop their digital presence, nearshore teams can help modernize operations and execute innovative technology-driven services at low price points, and more importantly, greatly reduce risk factors involved with outsourcing.

The practice of sending development projects to APAC tech centers from EU headquarters has had its advantages in the past. Labor cost-savings could reach up to 75% compared to hiring in-house. But this sentiment has been mostly successful for large corporations and enterprises that could afford to easily move on to another contractor if the previous one proved untenable. Sinking costs into distributed teams abroad, only to have them not deliver, can be disastrous for smaller businesses and startups.

**For digital marketing agencies located in Europe, nearshoring to neighboring countries like Poland has offered the same tokens of economy, while also eliminating the challenges associated with offshoring.**

Nearshoring practices help to lessen business concerns over increasing lead times, worries about talent capital, cultural & timezone barriers, privacy & regulatory issues, as well as growing travel expenses.

## **The COVID-19 pandemic clearly demonstrated one of the key risks involved with far-offshoring: failure to deliver.**

Companies in Europe who had distributed large swaths of their business processes to the Republic of India, Malaysia, or the Philippines experienced extreme slowdowns in operations as a result of lockdown measures.

For starters, most European companies that work with offshore teams in countries like India have strict privacy and security protocols on what data can leave the office network. With no alternatives in place, it took some businesses up to 6 months just to get back to 80% of their previous capacity.

Offshore teams were not readily equipped to shift to remote-only workstyles, and working from home presented additional costs for businesses. In addition, IT infrastructures were consolidated more within business centers, rather than residential areas.

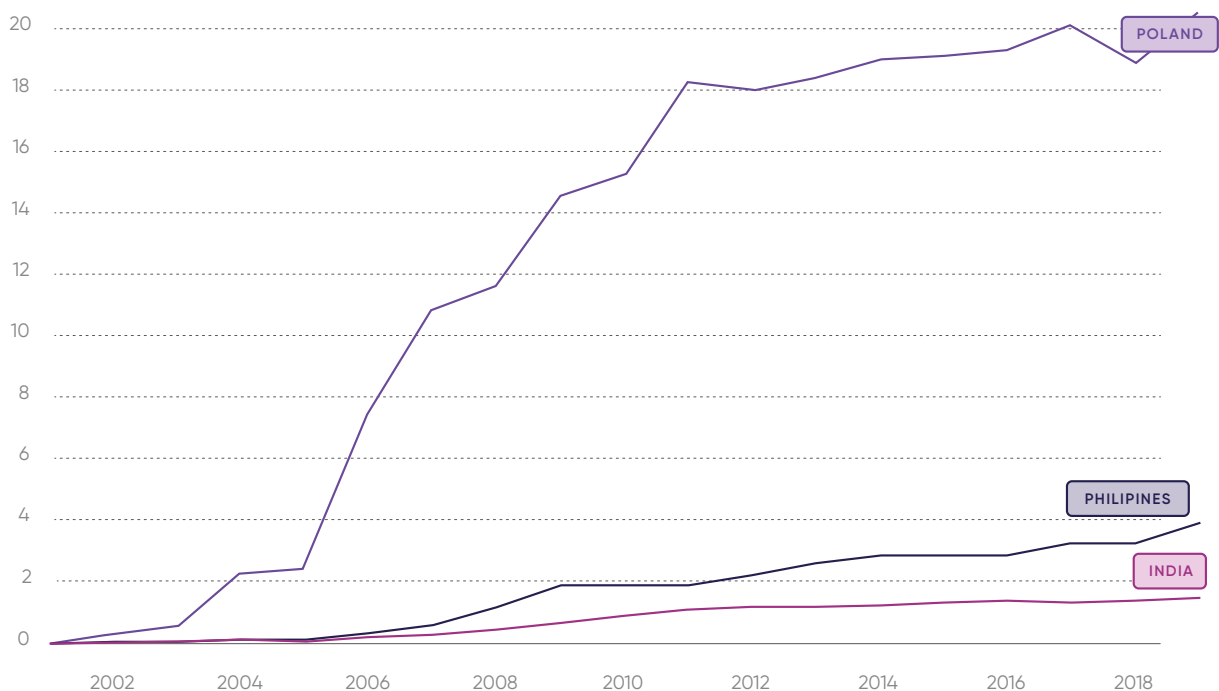
**//**

**They don't have fast broadband at home because it is so expensive, so we have had to give staff a sim card, laptops and pay their phone bills so they can work remotely,' said one Deutsche Bank executive.**

– James Shotter in Warsaw and Benjamin Parkin in New Delhi | JUNE 3 2020 | [Financial Times](#)

## Nearshoring Remote-first Business Practices

Poland, on the other hand, has one of the most modernized connectivity infrastructures in the CEE region. Internet penetration reached [81%](#) in 2020, closely following 88% in Germany, 87% in the US and 92% in the UK. Nationwide 4G and emerging 5G networks are ubiquitous in primary Polish cities. This is paired with the benefits of having an EU-regulatory body that enforces basic unlimited data connectivity with mobile carriers and their customers.



Source: [bit.ly/38M1wQx](https://bit.ly/38M1wQx)

**As a result, Poland's workforce was able to shift nearly all digital services to remote working in a matter of weeks.** Companies that nearshored to Poland experienced a completely stable experience even at the height of COVID-19 lockdowns.



According to the National Association of Business Service Leaders, two-thirds of employees in Poland had already successfully worked remotely before the COVID-19 pandemic. The shift was successful because it was a simplified process and already easily maintained across distributed teams, as Polish companies often work globally with offices abroad.

Outsourcing to APAC regions may yield lower cost-savings in the short term (up to 75% savings from hiring in the UK, for example). **However, distributing some, or all of those business processes to Poland provides the additional benefits** of business continuity, resiliency, ease of collaboration, and key long-term positional advantages which will be covered further in this guide.

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## **Check out Top Poland Web Development Companies by Clutch**

[See the list](#)



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## Maximizing Cost Efficiency

So, what financial gains are there to be had for DACH-based marketing agencies working with Poland-based businesses specifically?

The short answer is that it's **economical to work with geographic neighbors, developer salaries are halved, code quality** remains at a world-class high, and Poland has an ever-growing **sophisticated IT ecosystem**.

The long answer comes down to geopolitical economics, comparative wages, cost of living, foreign investments and an education system that has fostered STEM degrees and IT talent for the last 25 years.

Economists have already anticipated mutual value chain growth in 2020. Articles like "[Germany eyes Poland's economic miracle for post-COVID growth](#)" appear more in the news, as industrial and manufacturing sectors are tightening their supply chain to limit their financial exposure abroad.

But the "digital supply chain" is moving just as quickly in the same direction. As the need for businesses to transform digitally grows, Poland is well equipped to supply the technical demands for nearby countries, at far lower costs.

This is largely due to the fact that, while IT jobs have boomed in Poland, the cost of living has maintained only a gradual slope upwards.

## Reducing Overall Developer Costs

According to GDP statistics by the Central Statistical Office, real GDP in Poland fell only by 2.8% year-on-year in 2020. The European Bank for Reconstruction and Development (EBRD) estimates that **Poland's growth in 2021 will reach 3%, meaning it is the only EU member anticipated to meet pre-pandemic GDP growth targets by 2022.**

Professional wages have steadily increased too, growing from 50% to 70% of the EU's average economic wages since joining the EU in 2004.



**Putting it simply, there is little that might not prove beneficial when it comes to economic success in Poland from the German perspective and vice-versa.**

– Marek Wasinski, Head of Foreign Trade | Polish Economic Institute

According to PayScale:

- The average annual salary for a software developer in Germany is **€49 703**,
- The average annual salary for a software developer in Poland is **€21 858**.

Despite being close geographical neighbors, these figures are the primary driver for cost-savings when it comes to nearshoring professional developer services to Poland.

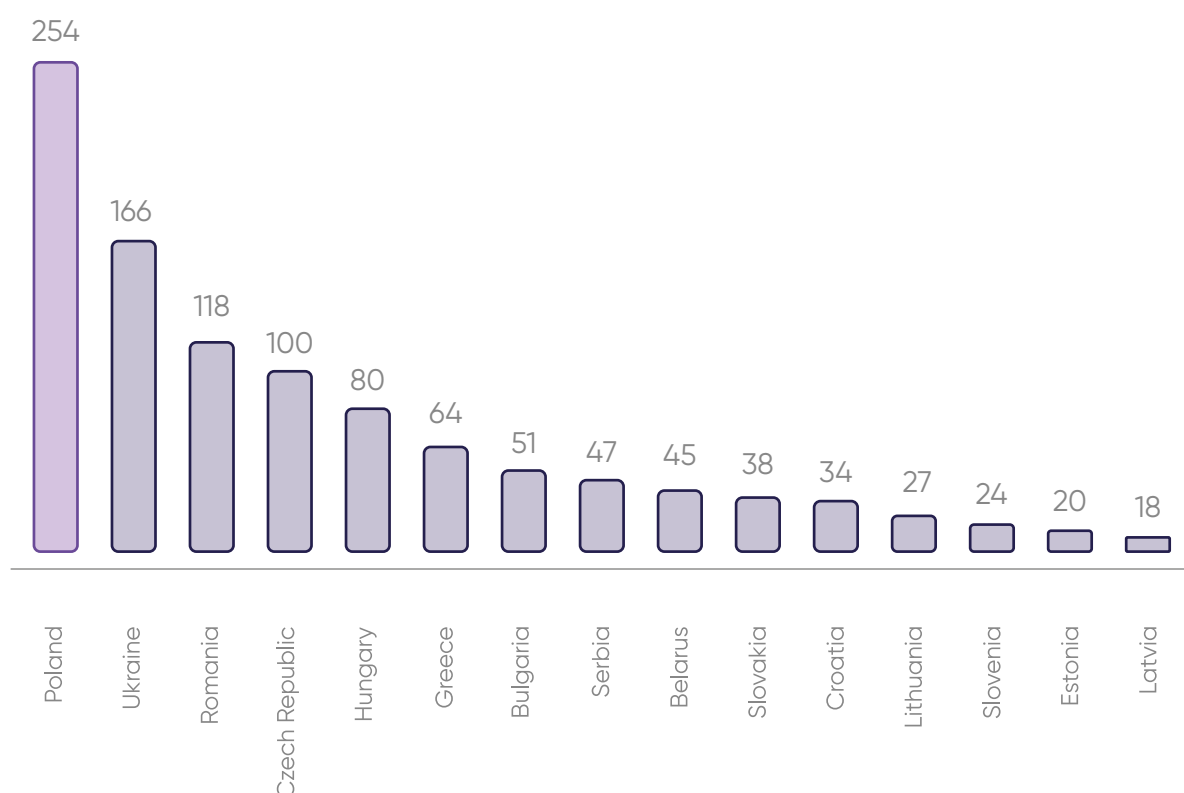


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## Poland's Skilled Tech Talent

Poland is also the leader when it comes to sheer amount of developer talent in the CEE region.

## Developer population of Central & Eastern Europe (thousands)



Polish software developers have a more mature history with development and coding experience than neighboring countries. IT education begins as early as high school, making Polish developers some of the youngest coders to land professional jobs, according to the 2019 Developer Skills Report Poland where Poland ranked 4th. Poland produces about [10%](#) of all ICT specialists from University graduates in the European Union, with over 17,000 new IT specialists getting hired every year.

According to the National Science Board's Science & Engineering Indicators 2018 report, 43% of citizens in Poland aged 25 – 34 have university degrees. According to GUS (Central Statistics Office), the number of IT students in the academic year 2018/2019 was 74,000.

In terms of [international recognition](#), the programmer assessment platform HackerRank placed Poland 3rd as best developers among 50 countries, ranking above the US, UK and India.

## Which Country Has the Best Developers?

Ranked by Average Score Across All HackerRank Challenges

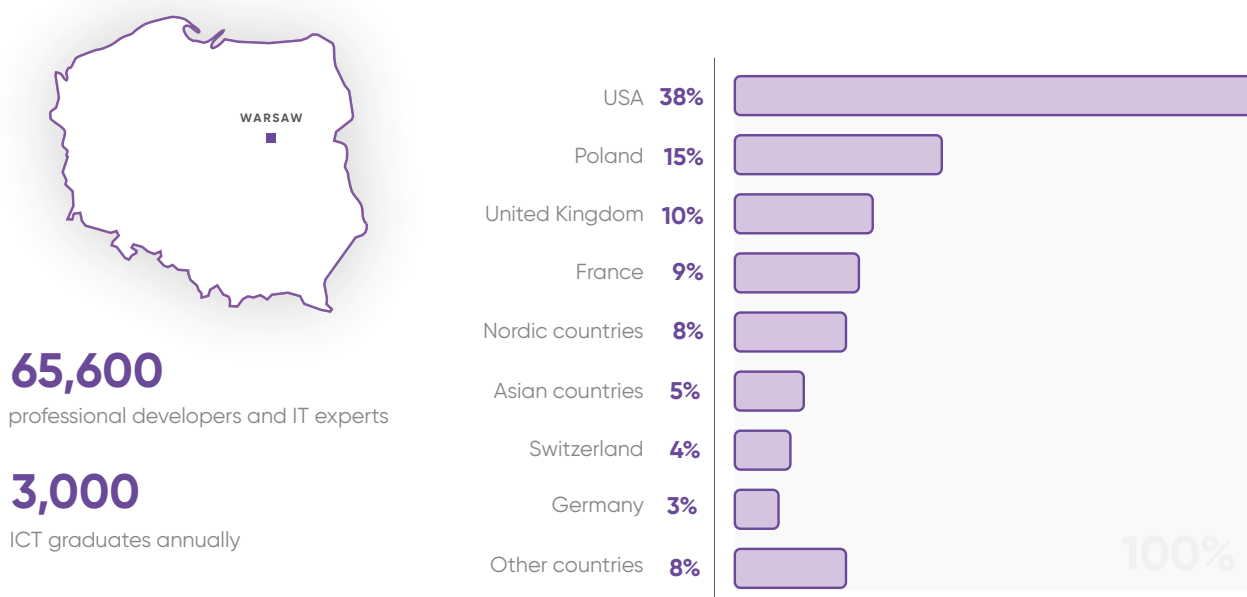
Rank	Country	Score Index	Rank	Country	Score Index
1	China	100.0	26	Netherlands	78.9
2	Russia	99.9	27	Chile	78.4
<b>3</b>	<b>Poland</b>	<b>98.0</b>	28	United States	78.0
4	Switzerland	97.9	29	United Kingdom	77.7
5	Hungary	93.9	30	Turkey	77.5
6	Japan	92.1	31	India	76.0
7	Taiwan	91.2	32	Ireland	75.9
8	France	91.2	33	Mexico	75.7
9	Czech Republic	90.7	34	Denmark	75.6
10	Italy	90.2	35	Israel	74.8
11	Ukraine	88.7	36	Norway	74.6
12	Bulgaria	87.2	37	Portugal	74.2
13	Singapore	87.1	38	Brazil	73.4
14	Germany	84.3	39	Argentina	72.1
15	Finland	84.3	40	Indonesia	71.8
16	Belgium	84.1	41	New Zealand	71.6
17	Hong Kong	83.6	42	Egypt	69.3
18	Spain	83.4	43	South Africa	68.3
19	Australia	83.2	44	Bangladesh	67.8
20	Romania	81.9	45	Colombia	66.0
21	Canada	81.7	46	Philippines	63.8
22	South Korea	81.7	47	Malaysia	61.8
23	Vietnam	81.1	48	Nigeria	61.3
24	Greece	80.8	49	Sri Lanka	60.4
25	Sweden	79.9	50	Pakistan	57.4

The convergence of lower wages, but highly skilled programming talent is what has made Poland such an attractive option for foreign investments coming primarily from the UK, US and Canada, steadily [rising outsourcing investments](#).

**DACH-regions have yet to tap into the potential of nearshoring** software development with only around [3%](#) of German companies outsourcing to tech-cities like Warsaw and 4% from Switzerland.

## Countries that outsource software development to Warsaw

Sources: Software development in Ukraine, Poland, Belarus and Romania [Raport], ABSI.







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# Building Trust

**One of the core tenets of outsourcing relationships is the need to proactively develop trust between partners. Whether you have outsourced before, or are just starting, inter-company trust will be fundamental to successful outcomes.**

At Polcode, we have a trust-based approach to everything we do, including creating strong rapport, clear goal-setting and progress (supported by collaborative software) and open communication.

Here are some of the ways we have become trusted partners to our clients:



## Communication

As a professional, you already know that communication in working relationships is essential. But working with another organization can be an entirely different experience. When working at a digital distance, nuances are often lost in translation. Your outsourcing partner should be performing following trust-centric practices:

### I Using Digital Collaboration Tools

Email just isn't enough anymore. Project management software, instant messaging and task management tools are crucial for getting work done together. If your organization has favorite platforms, our teams are always happy to jump in and integrate. If you haven't had experience working with outsourced teams, we provide the collaboration tools for you so that communication is always streamlined.

## **| Daily/Regular Standups**

Our agile-minded teams schedule regular check-ins, calls, chats or team meetings to go over progress, any encountered issues, and goals for the next week to keep things moving quickly—yet have everyone on the same page.

## **| Face-to-face**

We make great efforts to enforce video-conferencing so that live-interaction creates a lasting impression and foundation. Scheduling regular check-in calls or team meetings to ensure effective, two-way reporting and dialogue is an important measure of our communicative brand within Polcode.

## **| Goal-Setting & Expectation**

In addition to key performance indicators (KPIs), or service-level agreements (SLAs) in the contract, communication about desired business outcomes can go a long way towards building a trustworthy relationship. You should feel free in delivering positive or negative feedback during the project, so that the outsourcing partner can do everything they can to adjust.

## **| Transparent Contract + Pricing**

Financial communication should be transparent, so that you always know what you're paying for, what work is being done, and how much it costs. Polcode partners can log into task management tools to see in real-time what project costs are happening in real-time.



## Privacy & Data Protection

**One of the most important aspects of working with a remote developer-partner is keeping company data safe and compliant with local regulations.** Your firm should be able to trust that an outsourcing partner won't expose your business to liabilities, and work with you at every stage to keep your data safe—including protecting any proprietary data like algorithms, or storing customer-centric data.

Poland's software houses are perfectly positioned to support DACH businesses beyond the scope of development and technology talents. Our developers are already deeply familiar with building apps and websites that are compliant with the nuances of EU-based data regulations like GDPR.

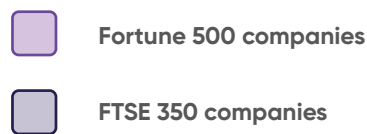
Here's why nearshoring work to Polish software houses is the best choice for covering your DACH-based business's data:

### **| General Data Protection Regulation (GDPR)**

DACH countries and Poland share similar data privacy laws and regulations. In 2018, digital companies who off-shored work estimated the cost of compliance would be sizable. Small businesses and digital marketing agencies spent more than 100,000 USD on initial compliance changes. 20% of these organizations spent more than 1m USD on accommodating GDPR changes in their business processes. EU-based and Swiss organizations who don't comply with GDPR can face significant penalties and fines. Polish software houses have experience in building apps and sites that are 100% GDPR-compliant.

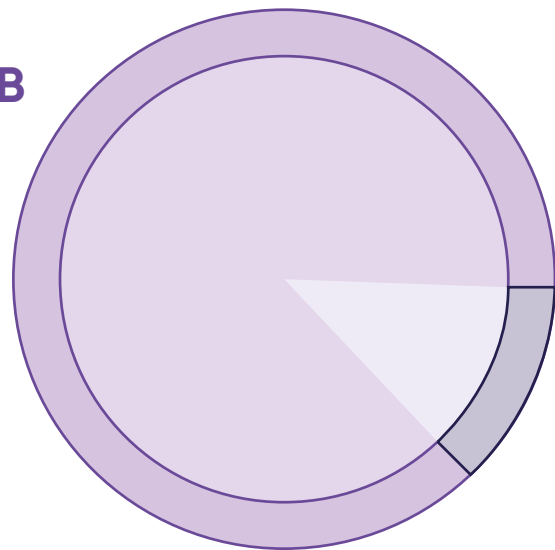
## The Cost of GDPR Compliance

GDPR compliance will cost U.S. Fortune 500 and U.K. FTSE 350 companies nearly \$9 billion



Source: Forbes Magazine

**\$7.8B**



**\$1.1B**

### Local Data Protection Laws

On top of GDPR regulations, individual EU members and Switzerland have their own adaptations of national data protection laws. Choosing a partner which has experience serving customers in your country can save additional time and money in developer costs.

- **The Swiss Federal Data Protection Act**

Even though GDPR is an EU regulation, it applies to Swiss companies under certain conditions.

- **The Austrian Data Protection Act 2018**

GDPR is fully implemented under the Austrian Data Protection Act 2018, but has significant differences.

- **German Bundesdatenschutzgesetz ([BDSG](#))**

The BDSG was implemented along with GDPR in May 2018 and notably governs cross-border data transmission in addition to personal data protections. Working with a technology partner who can build your business, while strictly adhering to BDSG laws, is an important part of developing your risk management profile.

## **| Information Security**

Working with a remote development company does not mean you need to invite them into the inner-workings of your business. Protecting your proprietary data is made possible through the use of integrated APIs. For example, if you have any private AI algorithms, they can be separated from remote developer environments. The developer should still be able to fully develop features around the data produced.



## **Predictability & Sense of Control**

**The third and final component of building trust between a marketing agency and digital partner comes down to reliability—the sense that you’re always in-the-know, with clear expectations and transparent**

Every organization has a different definition of what this means, so collaborating closely and working together will be crucial to the relationship.

## | Achieving The Definition of Done

Digital product managers and engineers must take time to work towards a singular definition of "done." All stakeholders should be on the same page, establishing a pre-agreed set of criteria that must be checked off before a feature can be considered complete.

These steps paired with an Agile process ensure that a project or features are always ready to launch to production, with consistent quality, and little-to-no-rework needed in the future:

1. Collaborate to agree on what qualifies as "done."
2. Get input from all stakeholders: project managers, product owners, quality assurance, developers and business managers
3. Review code (peer review)
4. Deploy code to test environment
5. Rigorously test code and automate as much as possible
6. Document code and provide relevant documentation
7. Sign off on the release from decision makers

If a release or feature doesn't meet each criteria on this checklist, then it doesn't meet the criteria of "done" and stays in-progress until the appropriate changes are made.

## | Product Management Know-How

Offshore development projects can get off to a shaky start when there is no product manager (or project manager) for

the development task at hand. That's why your technology partner should offer one as part of the development cycle.

For digital marketing agencies, there might be a CTO or CEO who needs a digital idea to work, but no one who can drive the project requirements at the technical level and bring the product idea from concept to reality.

**However, a great project manager needs to deeply understand your business, the needs of your target users, and to be familiar with all the stakeholders in your company.**

This is one of the core advantages of a nearshore developer: they can easily visit your premises, and likely have an expert who has experience working with your target market, or can conduct tests in your market when necessary.

Nearshore product managers in Poland are far more familiar with the market conditions of DACH-based companies, which can be a huge boon when aligning goals and getting products to market faster.





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# Assembling a Team

At this point we have (hopefully!) convinced you enough that nearshore work with Polish developer partners might be beneficial.

**When it comes to building a team, your software partner should offer flexible working models that can fill the niches or skill sets that your project requires.**

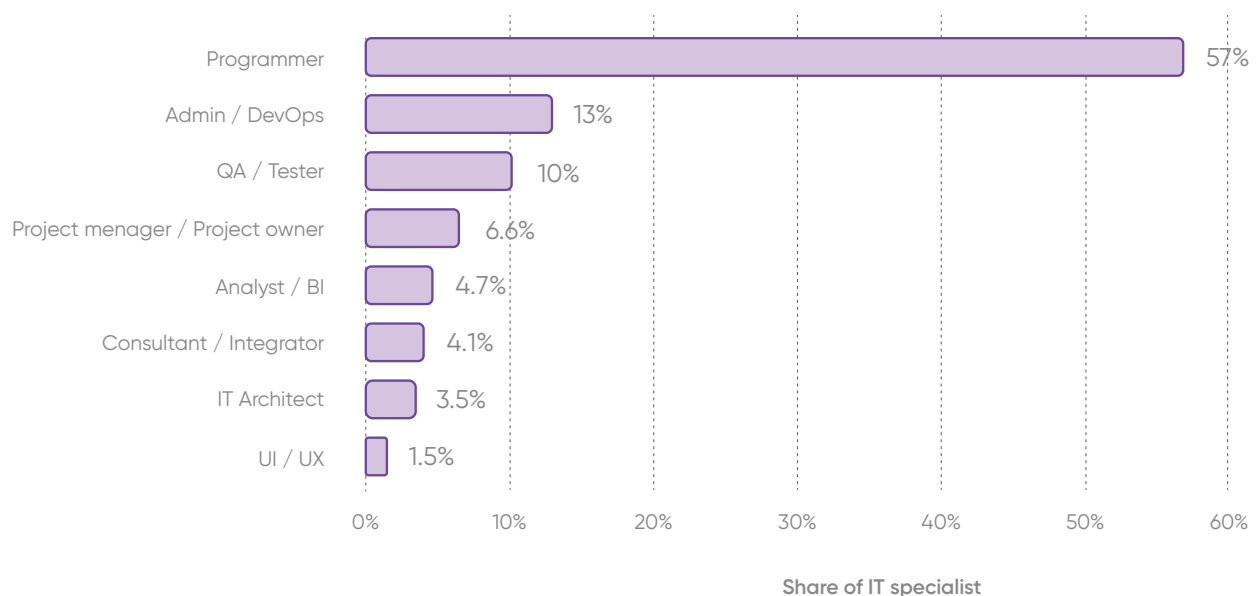
If you're not sure what technical requirements your project has, they should also be able to source the right specialists and suggest an optimal team framework for small phases of development.

## So what kinds of specialists can you find in Poland?

According to Statista, IT specialist roles in Poland were broken down as shown here:

### Share of Information Technology (IT) specialists in Poland in 2020, by specialization

Sources: Bulldogjob © Statista 2021



Of course, building a team doesn't mean filling every role at once. The core advantage of outsourcing teams is that you can pick and choose which specialists you need—for only the amount of time that they are needed.

When using an Agile approach to mobile or web development, you're looking to maximize efficiency—using the least human resources as possible to complete an iteration of development.

## Selecting Roles

Polcode has built hundreds of developer teams, learning a business's requirements in a short amount of time, then suggesting roles and coordinating each project with a dedicated project manager.

**Depending on your needs, you can hire a single specialist to fill in talent shortages within your existing team, or hire and assemble a whole team to drive the product from concept to market launch.**

Poland's software houses typically have a wide range of talents, ranging from the most popular technologies on the market, to more specialized skill sets that can be hard to find elsewhere. At Polcode, we have over 130 developers, designers, project managers and testers working in-house (or remotely) from one of our offices. Each one of them underwent our rigorous vetting process for the technical, verbal and spoken English language skills, as well as work ethics. **Most importantly each member has mid-to-senior levels of experience in delivering software products for clients.**

Here's a breakdown of the core roles you'll encounter when outsourcing a developer team in Poland:

## **| Agile Project Manager**

The Agile project manager holds the bigger picture of the project, driving overall success with goal-making and good scheduling. They serve as the team's coach and coordinator, helping team members work together in the most effective manner possible. They are responsible for allocating and tracking the budget, communicating with all stakeholders, and keeping an eye on strengths, weaknesses and risk factors involved with a complex project, but communicating them in simple and easy-to-understand terms.

## **| Project Coordinator**

Also known as a business or account manager, this person is responsible for managing every aspect of the project—from invoicing, billing, feedback, progression, account management and more. They function as the primary point of contact for the client, and their role is to drive seamless delivery of the project.

## **| Developers**

There are a lot of offshore teams that operate with middlemen and you never get to know who exactly is building your product. At Polcode, we believe you should have the option to project manage our developers as members of your own team. That's why we strive to have our developers be able to interface with your teams on a personal, one-on-one basis, making it seamless to get work done and building trust

along the way. Our developers undergo a rigorous testing process, and they are trained not only in technical skills, but maintaining best-practices in code quality, timeliness and maintaining the highest standards of communication.

## **| Design Roles**

Creative artists, front-end gurus, or UI/UX designer roles, can work to not only make your apps more user-friendly, but also perform at the highest standards of the web. UX/UI is not just about making things look pretty or look attractive—it's about designing how your product pleases users and helps them along their journey.

## **| System Administrator**

Highly qualified experts with a comprehensive understanding across specific IT functions, ensuring that the uptime, performance, resources, and security of the applications managed meet the needs of the users.

## **| Quality Assurance**

QA Engineers ensure that your product as a whole works as intended. Testing is a critical role in software development, and QA engineers are responsible for establishing the requirements of the system, writing test scenarios and cases, generating reports, and documenting tests. They also provide relevant and meaningful feedback that gets looped back into strategies for the next development iteration.



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# Cooperation Models & Pricing



Cooperating with nearshore development teams is as simple as letting them know your business requirements, and getting offers tailored to your specific demands. A good software house offers a wide range of working models that best fit the client. Some of the most popular cooperation models include the following setups (keep in mind they can also be combined, mixed and matched, or adapted to your needs on a monthly basis).

### **| Hidden Partner**

Your end-clients won't see any signs of outsourcing development. This cooperation model is ideal for mission-critical projects where meeting tight deadlines is the most important factor to the client, and subcontracting can be a winning solution to meeting goals in your development pipeline.

### **| White-Label Partner**

Dedicated team members who work under a company's brand and identity (e.g. email aliases). This is best suited for when you want to bring in outsourced members as part of your team and they interact with end-clients. It gives the end-client peace of mind that they're working under a single brand's umbrella.

### **| Team Extension**

Scale up or down your team on a monthly basis. Team Extension models are best used when you need to solve human resourcing talent due to shortages, lack of specialized skill sets, or meeting challenging deadlines. The ability to hire talent on-demand, (without having to hire in-house) can

lead to greater cost-savings and ensures that you always have an optimal amount of talent for the right job. Extended team members should be just like your in-house staff, able to suggest solutions, make arguments for their decisions, and be able to switch from business language to technical terms. This means that each member must also be extremely proficient in English—a source of pride for us at Polcode, because it's something almost always mentioned in reviews left by our clients.

## | **Single-hires**

Sometimes clients just need a one-off developer service, code review, or maintenance support that doesn't require a new hire within the company. Doing business with a nearshore developer brand (i.e. over a freelancer) ensures that you're getting all of the quality controls enforced under that brand.

## | **Whole-Product Team**

Some developer houses go above and beyond just technical aspects. At Polcode, for instance, clients have the ability to outsource the entire product lifecycle to our teams. Outsourced CTOs, business analysts, project managers, developers, designers and QA specialists all come together to bring a client's vision into reality. This setup is most effective when there's a key decision-maker, CEO, etc. without a technical lead role or team to get their ideas off the ground.



## Transparent Pricing

Trustworthy software houses are also transparent and flexible with their rates. Every hour of developer work should be logged, so that you know exactly what you're paying for at any moment. Companies like Polcode also form tight cooperation models without partners, adjusting to their needs on a client-by-client basis. Building trust with clients involves many factors, and your nearshore team should understand the following best-practices:

### | **Transparent, Clearly-worded Agreements**

Every project or cooperation model should have clearly defined KPIs or SLAs ahead of any work being done. At Polcode, clients have given feedback that they prefer our simply-worded contracts with no hidden motives or footnotes.

### | **Reporting**

Daily standups are the bread-and-butter of Agile development processes. If daily meetings aren't your thing, then nearshore companies should still send updates on progress via email, instant messenger, or project management tools. If you don't have these features set up for daily reporting, your developer should be providing you with these tools.

### | **Hour-logging**

If your nearshore teams don't have transparent developer hours (which also describe what is being done), run away!

At Polcode, our clients can log into project management tracking tools and see in real-time what they're paying for, and what working is being done.

## **| Simple Monthly Invoicing**

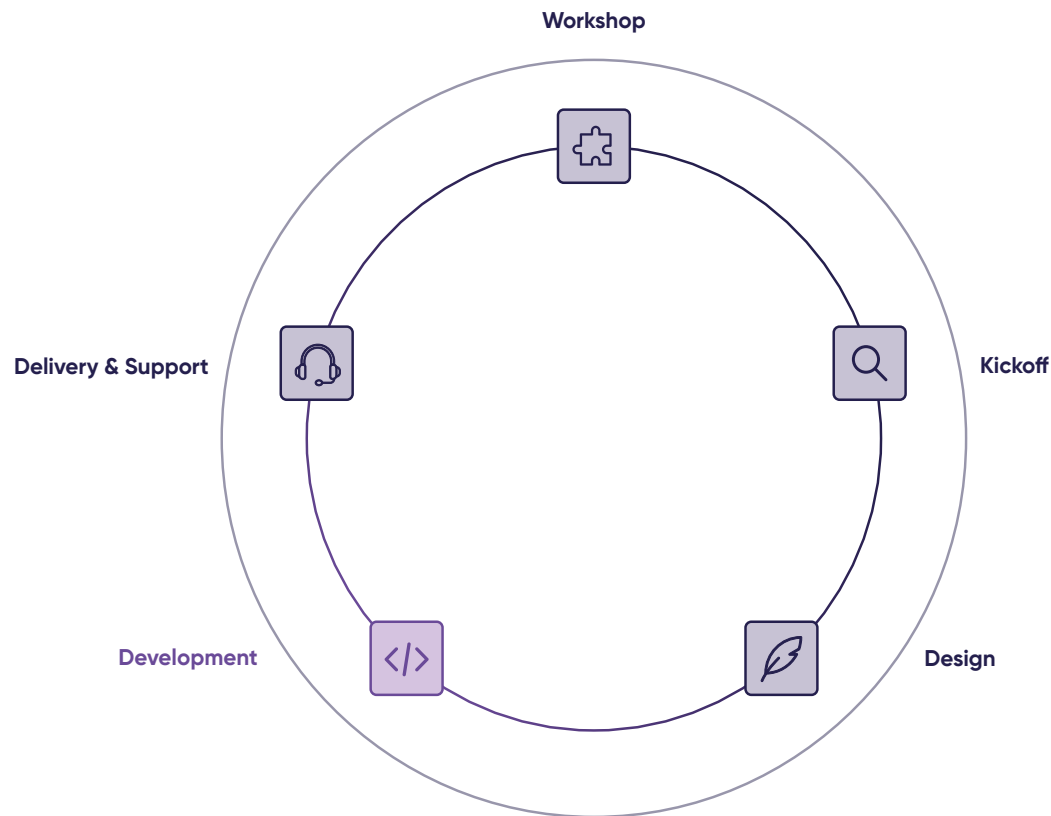
DACH-based companies and Poland have it easy when dealing with back office paperwork. Every month, a simple invoice for work done is sent digitally.

## **| Negotiating**

Your developer partner should always be open to renegotiating contracts at any point in time. If they aren't open to discussion, or are dodging meetings, it's a good sign they aren't a good long-term partner to work with. You should always feel comfortable when asking questions about pricing.

## **Cooperation Workflow**

Every cooperation workflow is unique, and every software developer house will have their own methods. We can share our general working process to give you a better idea of how it goes once you choose to work with a nearshore partner.



## | Workshop

We spend some time analyzing your business requirements and how we can agree on time, cost and team estimates. We get to know your brand's identity, your core mission values, and what you're trying to achieve.

## | Kickoff

After a quick contracting process, you'll get to meet your Polcode team members and dedicated project manager. The kickoff week is where we establish the tools and systems necessary to get work done smoothly: communications, issue trackers, project management software, testing plans and deployment procedures. We also set up development environments and create the backlog of features for design and development.

## **| Design**

Our frontend teams provide UX and UI mockups of your website or app. The design phase involves visualizing your ideas and conceptualizing the navigation, structure and interaction experience with demonstrable mockups, user journey stories, and clickable or tappable prototypes.

## **| Development**

When the development phase begins, Polcode developers work in sprints, daily standups, planning, and retrospective meetings help us maintain momentum and build trust within the team. Code review can be done in-house by your technical teams. If you don't have code reviewers, we can provide senior developers who conduct code review for your business.

## **| QA & Support or Maintenance**

Before we deliver any product, a quality assurance specialist will check that the app and the latest features work as intended, catching any bugs or issues before release. Automated tests and reports are generated at this stage. In addition, we provide continuous support or regular maintenance tasks on your apps if needed.



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# Polcode Customer Stories

with

**DACH-Based Digital Marketing Agencies**

Nearshoring to Poland has been an effective model for DACH-headquartered companies. We've put together a couple case examples to show how our partnerships worked.

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## ComboStrike

Polcode helps develop and launch influencer platform for a leading Berlin-based video game advertising firm.



ComboStrike is a full-service digital marketing agency for the gaming industry with offices in Berlin, Shanghai and Los Angeles. They work with some of the top video game publishers worldwide, including Sega, Tencent Games, Netease and Amazon Games Studios.

The ComboStrike marketing platform provides access to millions of influencers around the globe, offering a single-site experience to manage influencer strategies, brand relationships, advertising campaigns, and advanced analytics to find the right audience.



**We greatly value Polcode's flexibility for scale up or down our developer needs on a monthly basis. Their communication has always been open, easy and best of all, proactive. Everyone involved was always helpful and very kind.**

– Sebastian Roemling, COO at ComboStrike

Polcode helped develop the online campaign platform which contains a database of gaming influencers, as well as advertisers who want to market their games or deliver broader brand experiences.

## Polcode Coming in Clutch

ComboStrike needed experienced developers to help supplement their front-end development project for a defined period of time. They didn't necessarily want to commit to in-house hires for a limited-term project. Polcode suggested dedicated developer remote services that they could scale easily as their demands changed.

## ComboStrike had the following project requirements and needs:

### Frontend Development Expertise

Creating dashboard panels that consolidate dozens of data touch points into a one-stop-shop for influencers and advertisers to connect, run campaigns, build relationships, handle payments and get real-time analytics from popular game streaming platforms (Twitch and YouTube).

### Direct Control Over Developers

ComboStrike directly project-managed Polcode developers' day-to-day tasks and workflow. Our remote developers worked on ComboStrike's preferred timelines and collaboration tools like Slack and Trello.

### Work-friendly Dates & Timezone

Polcode's proximity to ComboStrike's Berlin-based offices made it easy to visit offices if needed. In addition, both countries share similar vacation schedules and time zones, making it seamless for the remote teams to work together.

### Effective Communication

It was important for ComboStrike's teams to always have teams on the same page ensuring that everyone was moving towards the same goal. Polcode was deeply integrated with their agile processes, with clear two-way communication between developer teams on a near-daily basis.



**Code review remained on our end, with no complaints about the quality of the code. If there were any things that needed another touch, the changes were implemented quickly and properly.**

– Sebastian Roemling, COO at ComboStrike

## Outcomes and Benefits

### Faster Time-to-Market

With Polcode's on-demand developer services, project kickoff was able to start immediately, without needing to hire costly in-house developers for a relatively short-term project.

### Predictability and Availability

ComboStrike was able to manage Polcode's developers as if they were part of their in-house teams—just remotely and with flexible monthly payments.

## Services & Technologies Used

- Ruby 2.5.3
- Node 9
- Rails 5.2.4.2
- ReactOnRails 10.1.3
- Redux
- Youtube API
- Twitch API
- Youtube Scraping

## Bestshop24.eu

Bestshop24 quadruples sales after reviving online store.



When a German-based ecommerce merchant wanted to diversify away from Amazon.com's expensive commissions and delivery issues, Polcode helped them relaunch their online store, leading to increased sales, improved site performance and new customer data insights.

Bestshop24 is an ecommerce brand based in Berlin, Germany, offering esthetic household and home decor products made with high-quality European workmanship. Their product range includes hundreds of options for bathroom, kitchen and garden equipment, and they ship primarily to customers across Germany, Austria, Switzerland and Poland.



**When we started working with Polcode, our store was a forgotten and poorly functioning sales channel. Within a year of work, we managed to achieve a 400% increase in sales. Polcode contributed so much to the success and performance of our store.**

– Przemysław Sieg, CEO at Bestshop24.eu

### Polcode to the Rescue

Polcode analyzed Bestshop24's technical setup, and provided a bespoke roadmap to revamp their ecommerce store that was able to launch within weeks. Our teams took over the project from the brand's previous developers, and the primary goal was to improve the overall experience of the store, as well as introduce modern ecommerce feature sets, including:

1. Faster page load speed & performance
2. Migrate to a better server
3. Enable better customer features
4. General backend re-maintenance
5. Recommendations
6. Customer feedback & insights

Because of the performance issue with the store's slow page load speeds, we migrated servers and performed an analysis of the site's frontend code.





**The quality of the code left no doubt about the talent of Polcode's tech specialists. But we also valued their ecommerce business perspectives and online store advice when it comes to non-technical related issues.**

– Przemysław Sieg, CEO at Bestshop24.eu

Throughout the project, Polcode also handled various frontend and backend development tasks, introducing new features, and generating new areas of content that could improve the customer experience journey:

- Ecommerce Upgrades
- New Payment Methods
- New Delivery Methods
- Customer Feedback
- Recommendations / Inspirations

## Relaunching the Store (Project Outcomes)

In addition to fixing performance issues and introducing new features, Polcode also cleaned house in terms of code. We conducted a series of bug fixes and eliminated many of the mistakes that were made by the previous development team. Bestshop24 was ready to launch their new and improved website with confidence, and also had a much improved operations flow, without the pesky bugs that plagued their administrators beforehand.

### Faster Page Load Speeds

We significantly improved page loading speeds, which were taking up to 30 seconds before the website overhaul, reducing it down to a minimum of 5 seconds.

### Customer Sales up 400%

The webstore was able to increase customer sales by 400% compared to the month before we started our cooperation.

### Happier Customers

The site was able to gather more nuanced customer data insights by moving interactions onto their platform compared to analytics delivered by Amazon.



**Communication with the Polcode team exceeded our wildest expectations. Polcode was frequent with updates, highly available when we needed them, and were always in contact with daily and weekly progress updates. We met with many of their specialists (not just coders) and cooperation was trouble-free with swift management.**

– Przemysław Sieg, CEO at Bestshop24.eu

## DACH-based Digital Marketing Agency

Specific names in this article have been omitted for privacy. Feel free to contact our sales team at [sales@polcode.com](mailto:sales@polcode.com) if you'd like to confirm the authenticity of this account with a direct referral to the client.

For this particular German-based digital marketing agency, Polcode offered total developer control to a small-yet-effective digital agency.

They provide IT services, web development and marketing consulting and to a wide range of B2C and B2B clients in DACH regions. They develop bespoke software products in-house, which helps small to medium-sized companies grow their digital business.



During our early cooperation, Polcode had to replace a couple developers who turned out to not be a good match for the project. We trusted Polcode to resolve the situation and thankfully, they were able to replace developers with core competencies that perfectly matched our specific needs.

– Martin, CEO of German-based Digital Marketing Agency

Today, Polcode has become the nearshore developer of choice for this marketing agency. Polcode developers are like part of their in-house family, completely integrated with their daily business processes.

### The Challenge

The client needed more than just an external supplier of coding talent. Their in-house IT team is small, but their client demands grow every year. They needed a larger remote team with relevant software-building experience and expertise.

They tapped Polcode's wide range of developer experience in ecommerce, web & mobile development, and our background in nearshore team extensions. Polcode was chosen to help launch business-critical applications for their clients.

## Cooperation Details

### Transparent Monthly Reporting

Polcode's business manager provided a detailed report of developer working hours. They can connect to the logging system, review hours, and see billing whenever they wish.

### Total Developer Control

It was important that the client directly manage Polcode developers' day-to-day, including vacation schedules to sync with their work weeks. With our flexible cooperation models, clients get to control exactly how they want to work with our teams.

### Streamlined Project Management

Polcode suggested the project management software Redmine to centralize issue-tracking across remote teams and documentation is housed in Google Drive.

### Continuity and Predictability

The client required credible, reliable developers who could commit to working

on their projects full-time until launch. Developer availability and continuity is an essential part of Polcode's cooperation model, giving the client dedicated staff available at all times.

### Code Quality and Competencies

Polcode business managers work closely with the client to perform code review and check competencies before assigning them to a specific project or task.



**When we encounter challenging software issues, Polcode clearly points them out, applies fixes, and the matter is done. If things are not clear, Polcode asks good questions, we answer them, and the issue gets resolved. Polcoders seem to have fun doing their job. It makes it fun to work together, and that's our aim.**

– Martin, CEO of German-based  
Digital Marketing Agency

## Outcomes and Benefits

1. Greater productivity and faster time to market.
2. Reduction of developer working hours offshore and cost saved by nearshoring locally.
3. Solved local talent shortages when nearby hires were not an option.

## Services & Technologies Used

- Team Extension: 3 Developers
- Magento 2
- Php 7.4
- Knockout JS
- LESS,
- jQuery,
- SAP,
- Elasticsearch (Javascript, CSS, HTML)

# Let's talk!

**Nearshore with Polcode to build apps with  
developers you know and trust.**

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**Tell us about your next big project.**

[sales@polcode.com](mailto:sales@polcode.com)

