



***Set up your own operations in  
Poland at your own pace***

***Develop software today. Sell tomorrow.***

# ■ ■ Growing in a global market

- Are Outsourcing and internal growth compatible?
- How can you get your subsidiary without major initial investment?
- How can you stay in control of the core software development?

Poeware delivers a high quality Consulting service half way between classic software development and Business Consulting. We do not sell skills for short term projects, we help you set up your own subsidiary in Poland at your own pace.

But smaller companies are locked out by the complexity of the task. Setting up your own subsidiary requires lawyers, knowledge of the language, tax and legal issues that are too much of an overhead but for the largest international corporations to .

internal organisation needs to match certain criteria before you can make a successful setup all by yourselves.

If you are a major player with a household name and deep pockets, you can hire a similarly household name consulting firm and they will get the experts to setup a subsidiary, hire the staff, setup your own development offices as a turnkey solution but this has a price and if you are NOT the deep pocket type, forget about it.



Is the Silk Road any less dangerous today for companies than it was for Marco Polo? Not really.

Outsourcing far away means dealing with different cultures, different time zones, long travelling. It is not as easy and not as cheap as it first seems.

Close networking between European companies can help them reach beyond their borders and tap the market resources both West and East, to buy and to sell.

Thus, smaller organisations find it difficult to get their own offices in Poland and have to hire in Western Europe, and deal with stricter employment regulations which make massive employment a higher risk.

**The silk road of today is no less dangerous than in Marco Polo's time.** You may find that your

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Indeed, is there a way to do it differently? Poeware works with you on a long term basis. We are not mere suppliers of a few qualified engineers, we work with you as partners. You are involved in the selection process, YOU define what level of control you want and what level of project management you want to have. We are only 120km from the German border, you could even have one person onsite fulltime if

that is the best solution in your eyes.

Our contract can include the possibility for you to hire the staff directly after a certain amount of time. People you know, people you've been working with, people who are already operational and assessed by your own staff. Knowledgeable. 100% safe hires.

## Workload optimisation

Poeware works with you closely in order for your team to reach the optimal size where you have tried and tested a development centre in Poland and are completely convinced the next step is to own it.

On a daily basis, our engineers are available over the phone, and you really get to know them.

### **Nothing worse than a faceless engineer.**

The internet and VPNs allows you to work seamlessly with them. As we are so close to your premises, it is feasible to dispatch engineers for training or important meetings to your offices with no major cost on the project. The fact that you have access to the engineers and not just to the project managers really makes a difference too.

You were involved in the recruitment, so you also have a say if an engineer should no longer work for you, for whatever reason.

## Test and grow

A nearshore team can be set up

with several strategies regarding work distribution in your organization:

**You can at first** save considerably by focusing your primary development team on key strategic development, while your nearshore team takes over the non-critical elements of the projects, auxiliary modules, testing, maintenance, etc.

members directly.

## Why Wroclaw?

With one of the best technical universities of Poland, Wroclaw is a safe bet for the setup of a software development subsidiary.

The city has strong historical links with Germany, is close to the

## Why is Poeware a better choice than working with freelancers?

**Cost:** one single freelancer will cost as much as two or three good engineers.

**Company outlook:** a freelancer is an individual. As a corporation, we have longer term vision and a reputation to maintain. Your partnership is much more important for us than a temporary contract for a freelancer. We really care a lot that the partnership is a success, and will move mountains to make sure that it is.

**Organisation:** as a company, we provide corporate support when issues arise, and we plan ahead for holidays, sickness, so that your project is always on the move.

**Knowledge management:** with the setup of a project, we store and organise knowledge through documentation, peer training. As your team grows, the technical knowledge remains yours while a freelancer learns and leaves.

**Time to market** and production capacity then increases as you leverage your nearshore team to overtake full projects responsibility, in parallel with your existing on-site teams.

**Your growth is well under control** as you fully merge your on-site and nearshore teams on the same projects, and manage team

border, and has excellent links by road and air to the rest of Europe (with a new terminal in 2010). Companies like HP, Siemens, Volvo, etc. have already settled here. Wroclaw attracts more direct foreign investment than the rest of Poland together. All these elements mean investing in Wroclaw today is a no-brainer. How to do it

requires a local contact, with experience in the local market.

**Trust Poeware.**

## Cost effective

Poeware offers the traditional advantages of outsourcing. You pay for the working time at the

rates of Poland. We pay for the holidays and sickness, which means you only pay for productive time. We provide office infrastructure, computers and grant our consultants a yearly allowance for technical training.

We make sure that their work environment is pleasant and that

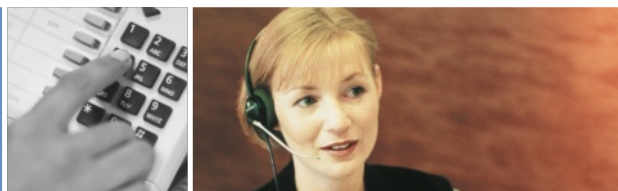
their holiday schedule is appropriate as we know burning out is no way to keep productive employees. All these things ensure that they give their best.



**Our value proposition is opening the door for you so that tomorrow you too have a foot in the East, to produce and remain competitive, and to sell to emerging markets.**

## Contact

Visit [www.poeware.com](http://www.poeware.com) and learn more about what we can do for your business.



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