

# The Human Factor in Nearshore Engagements



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Fortech

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Due to skill shortages in software development, Nearshoring is without alternative for German companies. In Eastern European countries, especially in Romania as an IT-hotspot within the EU, we find high academic standards and outstanding skills in software development.

ServiceFactum is deeply involved in Romania with 3 locations and has established long-term cooperations on site. As prime contractor, we are committed to offering our customers the best location and the most suitable specialists from our network of suppliers for their projects and extended teams.

## Interview

**Bernd:** Dear Calin, you are the CEO of one of our long-term Bestshore Centers. We are pleased to talk with you about **the Human Factor in Nearshore Engagements**, which is a key success factor for effective and efficient results in nearshore software development.

To qualify as a Bestshore Center for ServiceFactum, the corporate philosophy and human values are important criteria.

What is the corporate/business philosophy of your company in a few words?

**Calin:** Our philosophy is simple. We aim to provide mastery in software engineering. This means we have always pursued to build a cohesive and productive organization, well-equipped to handle a variety of project requests, to incorporate trending technologies, to understand the client's business and display a proactive attitude, commitment and

excellence when interacting with clients. To achieve this, we strive to provide our employees with context and exposure for learning, autonomy and meaningful projects. Following this philosophy, helped us to move on an ascending growth path, reaching today over 650 employees.

**Bernd:** We expect a customer-oriented attitude from our selected team members and software developers. The customer should be virtually present in their minds.

Can you please tell us in a few words what the human values of Fortech are and how these are actively put into practice by your employees and teams?

**Calin:** We built [Fortech](#) with a client-centric approach in mind from the very beginning. Reliability, continuous improvement, orientation towards long-term collaborations and the quality of both service delivery and relationship dynamics with the client are the core values that preoccupy us the most. These influenced strongly the way we defined our business model as well as our internal practices and organizational culture. Also, it required us to periodically reflect on our growth cycles and rethink our structure, processes and practices to sustain new cycles of growth.

**Bernd:** How do you respond to our Bestshore requirements, to score points in the competition for “the best of the best” software developers? What efforts do you make to ensure available qualified resources in a consistent way, and do you have measurable quality concepts to increase skill levels?

**Calin:** Currently, [Fortech](#) enjoys a very good awareness level within our target market and we are more preoccupied to preserve this and define our uniqueness rather than competing to be the best.

As part of our commitment to long-term collaborations, we have traditionally invested in both internal and external learning programs to support the development of technical skills and soft skills. Our comprehensive strategy includes high-school mentorship programs, internships, pre-employment training as well as international conferences on business and tech trends for our employees. Internally, we strive to offer our employees an appropriate context for learning, a coaching network, interaction spaces with the leadership team as well as prototyping & innovation opportunities via well-structured initiatives.

**Bernd:** To ensure a high service quality from the beginning, we integrate our German Service Management throughout the whole period of a nearshore project.

What do you value most about the collaboration with ServiceFactum, especially with regard to the local Service Management of ServiceFactum?

**Calin:** For us, the Service Manager of ServiceFactum is like a guide who keeps the balance between the client`s requirements and strengthens the performance of our team. We see him as a strong and competent partner to find the best solutions in mutual agreement with the end-customer and lead the whole collaboration to success.

**Bernd:** Yes, at any time! In particular, the Service Manager needs to manage the critical success factors to mitigate and overcome the spatial, temporal and cultural challenges that arise as part of international development projects. Communication and interaction are very important motors in our collaboration to reach the utmost service quality. As a supervising instance, the Service Manager is present to accompany the process competence, the cooperation competence, the social competence and the engineering design competence of the team. The cooperation with you and your teams is characterized by trust and mutual support. Our communication is always clear, transparent and open.

**Calin:** Yes, that`s true. The Service Manager keeps an eye on proceedings and considers the current and future relationship situation, the lineup of the human resources and makes problems transparent. We bring in our whole experience from dozens of projects in different constellations and respond flexibly when encountering difficulties.

**Bernd:** This is also the reason our collaboration is reliable, satisfactory and fun. Over several years, we both have built up a mutual long-term strategic partnership and I appreciate you as a person whose word is more than a contract. Your demeanor reflects the philosophy of your company. Thank you for the interview!

*The interview was conducted by Bernd Wandt*