

What are the key success factors in Brainshoring



Location:

determines two fundamental aspects of a Brainshoring business:



Markets served:

One of the crucial characteristics of Brainshoring is the **live interaction** with clients, this implies that a Brainshoring operation needs to be **nearshored** in similar time zones (+- 2-3 hours) as the client in order to align working hours. For this reason a Brainshoring operation needs to have a **clear understanding on which specific markets it intends to serve** right from the start.



Access to Talent:

Brainshoring relies on its intelligent, creative, and critically thinking staff. For this reason a steady inflow of highly educated candidates is key. Brainshoring succeeds in **locations with large and accredited universities** which produce such individuals. It is also important for Brainshoring companies to be **pioneers in unexplored markets** since access to talent is also determined by how much competition there is for it. By establishing a **multinational footprint** a Brainshoring company can increase its drawing pool, and markets served while diversifying its staff resources.



Onshore: The service provider is located in the same country or economic region as the client. Live client interaction is easy, but costs are high.



Farshore: The service provider is located in a very distant country from the client. Live client interaction is very difficult, but costs are low.



Nearshore: The service provider is located in a near country as the client, but a different economic region. Live client interaction is easy and costs are lower.