ADITI CONSULTING

CASE STUDY

RAPID SCALE & REAL-TIME SUPPORT:
How Nearshore Software Development Drove Strategic Growth

SERVICE AREAS

- Application Modernization
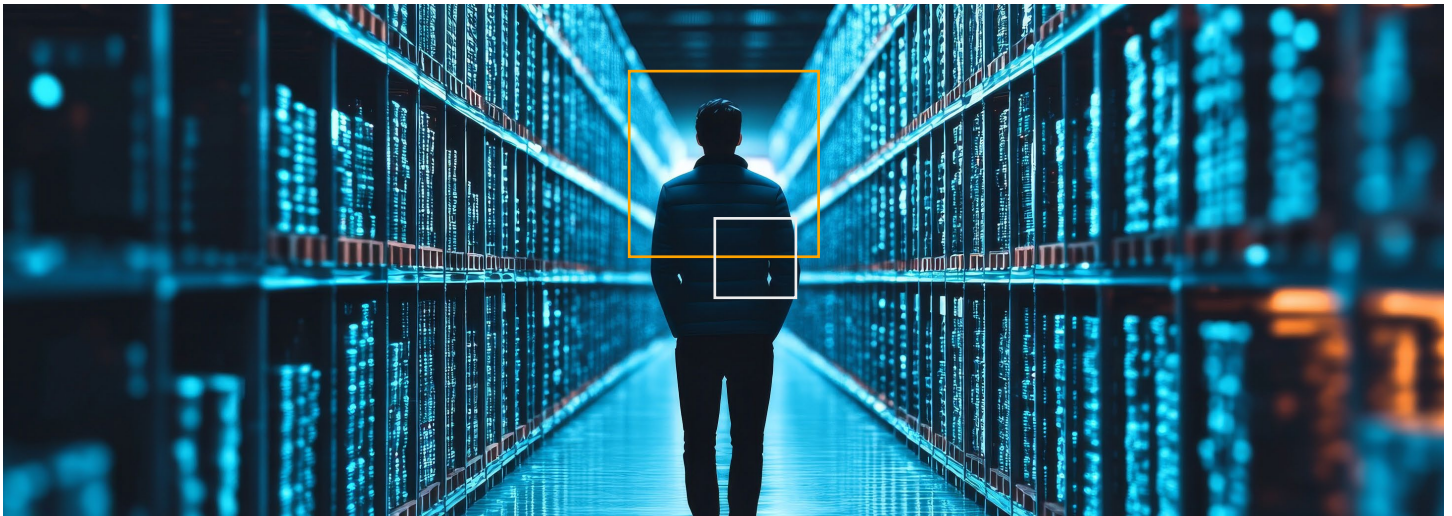- Talent on Demand
- Managed Services

INDUSTRY

- High Tech

In an increasingly global economy, the ability to scale platforms quickly and efficiently across new markets is essential. One leading software and support company, specializing in employment services, recognized the urgent need to localize a core product to capture international growth opportunities.

But building the right capabilities in-house was a challenge. Internal teams were at capacity, timelines were tight, and the pressure to deliver high-quality results without inflating costs was growing.

To move faster and smarter, the company partnered with Aditi Consulting to establish high-performing nearshore development teams based in LATAM—unlocking the scalability, agility, and real-time collaboration needed to fuel their next phase of growth.

The Challenge

The client's platform was mission-critical to its business, enabling internal teams and customer-facing services to operate efficiently. However, the platform was only available in English—limiting growth opportunities outside North America.

To drive global expansion, the company needed the platform recoded to support **German, Spanish, French, and Portuguese.** This wasn't a simple translation effort; it required careful software redevelopment to support multilingual functionality natively in the UI and underlying system architecture.

Compounding the challenge:

Internal Capacity Limits: Existing development teams were fully allocated to ongoing maintenance and product feature roadmaps. Pulling them onto the localization project would have delayed both priorities.

Speed-to-Market Pressure: Executives set aggressive timelines for the localization effort to capitalize on international demand windows.

Cost Sensitivity: Adding U.S.-based developers for a large-scale localization project would significantly increase costs, potentially derailing ROI projections.

The company needed an experienced partner that could rapidly stand up a skilled, collaborative team—delivering high-quality development work at a pace and cost that internal resources alone couldn't match.

The success of the localization project would set the stage for broader international market entry—and it had to be done right the first time.

The Solution

Aditi Consulting deployed a nearshore delivery model centered on agile, collaborative development teams based across the LATAM region.

RAPID TEAM FORMATION AND SEAMLESS INTEGRATION

Aditi quickly stood up two fully functional nearshore development teams composed of:
- 1 Team Lead per team
- A balanced group of Senior, Intermediate, and Junior Developers
- 2 Quality Assurance Specialists embedded in each team

Nearshore operations in LATAM enabled real-time collaboration with the client's U.S.-based teams:
- Daily Agile ceremonies including stand-ups, sprint planning, and retrospectives
- Shared delivery frameworks and workflows, ensuring code quality and traceability
- Direct, real-time communication without time zone delays

The result was seamless integration—nearshore teams that worked as true extensions of the client's core engineering organization.

BEYOND LOCALIZATION: A GROWING STRATEGIC PARTNERSHIP

While the initial engagement focused on platform localization,
the strength and efficiency of Aditi's nearshore teams quickly led to an expanded relationship.

The teams took on critical additional initiatives, including:

Integration of Salesforce CPQ with the client's quoting system to streamline sales operations

Development of an Email Connector and Calendar Sync Tool to enhance communications

Deployment of an AI-driven Sentiment Analysis Tool to improve customer service insights

Modernization of Front-End Interfaces using React, including a complete UI refresh and UX improvements

Because the nearshore teams operated independently while staying tightly aligned to the client's goals, they became the client's trusted engine for continuous software development.

In a time of global uncertainty and rising delivery costs, nearshoring to LATAM is helping organizations stay agile and competitive. The 2025 Nearshore Report offers a deep dive into cost drivers, talent advantages, and how nearshore strategies are fueling DES transformation. Get the insights that matter most.

Download the FREE report now

The Outcome

The partnership with Aditi transformed the client's ability to scale, deliver, and innovate:

Team Growth: From an initial 14 resources, Aditi's team expanded to nearly **40 dedicated engineers, product owners, project managers, and delivery specialists** supporting a range of initiatives.

Operational Efficiency: Nearshore teams operated with minimal day-to-day oversight, providing steady development velocity, high-quality output, and dependable milestone delivery.

Long-Term Engagement: What began as a six-month project evolved into an ongoing, multi-year partnership supporting multiple business-critical programs.

Strategic Impact: The client successfully launched their platform into new international markets, capturing new revenue opportunities and strengthening their competitive positioning.

Today, Aditi's LATAM-based development teams remain integral to the client's software innovation engine—proving that nearshore delivery, when done right, can drive both immediate project success and long-term strategic growth.

Scale Smarter with Aditi's Nearshore Services

At Aditi, we believe scaling innovation requires more than technical talent—it demands agile, integrated teams aligned to your business goals. Our nearshore delivery model combines real-time collaboration, deep technical expertise, and operational efficiency to deliver faster outcomes without sacrificing quality.

Through purpose-built nearshore development teams, we help clients tackle complex initiatives with speed, resilience, and cost-effectiveness—while keeping innovation momentum strong.

Ready to scale smarter and grow faster?

Partner with Aditi Consulting to unlock the full potential of nearshore collaboration.

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Aditi is a leading digital engineering services company. We partner with established and emerging enterprises by leveraging borderless talent across three continents to achieve transformative outcomes that will reshape their trajectory. We lead and support our clients' efforts to design, build, and operate the products, systems, and processes required to deliver impact by leveraging deep insights, practical knowledge, and human spirit.

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