# Belitsoft launches UK-focused nearshore division to capitalise on 2025 outsourcing shift



Belitsoft, a custom software development company with over two decades of industry experience, has announced the launch of a dedicated Nearshore Delivery Division explicitly focused on serving United Kingdom enterprises. This strategic move responds to evolving 2025 sourcing trends, which highlight a rising preference among UK businesses for nearshore outsourcing models that combine cost efficiency with quality and operational flexibility within proximate European time zones. By formalising existing operational capabilities that have supported an expanding client base in the UK, this division unifies project intake, talent management, commercial negotiation, and service level oversight under a single governance framework.

The new division manages multidisciplinary teams comprising engineers, quality assurance specialists, and DevOps professionals across multiple nearshore centres, primarily located in Eastern Europe. Recruitment data reveal a clear preference among UK enterprises for developers who possess advanced technical expertise alongside agile, communicative mindsets suited to international collaboration. Workforce retention and recruitment pipelines indicate that the division places strong emphasis on English language proficiency, cultural alignment, and experience working within agile, global teams. The division’s personnel cover a wide technical spectrum, including cloud-native backend development, front-end frameworks, data engineering, analytics, quality assurance, and platform engineering, ensuring alignment with current market demands for modern architectures and data-centric solutions.

Belitsoft’s decision to create this dedicated unit follows detailed analysis of procurement records from UK organisations during the first half of 2025, which demonstrated an intent among most enterprises to increase their software development outsourcing this financial year. Respondents consistently favoured nearshore locations within one to two hours ahead of Greenwich Mean Time, citing average labour cost savings of roughly 30% compared to hiring in Western European markets such as Germany. There is a marked preference for culturally aligned teams capable of real-time collaboration, with many organisations expressing reluctance to maintain contracts in regions with substantial time zone differences. Financial modelling conducted by Belitsoft, including factors such as currency volatility, salary inflation, and travel costs, confirmed the long-term cost competitiveness of the nearshore model relative to both domestic and farshore alternatives.

The division’s governance framework is designed to meet the procurement expectations of large UK enterprises. Contractual engagements happen through master service agreements that define clear service level targets for sprint completion accuracy, incident response times, and integration cadences. Compliance documentation includes certifications for quality management and information security, while dedicated account management ensures alignment with client governance cycles through quarterly business reviews. UK-specific data protection regulations, notably UK GDPR, are central to the division’s operational policies, with stringent controls over personal data repositories hosted on internationally certified cloud platforms. The division commits to client notifications within 24 hours of any confirmed security incidents, reflecting best procurement practices.

Early project outcomes underscore the benefits cited by procurement teams. One UK enterprise reported a 33% reduction in annual development costs after shifting from Western European contractors to Belitsoft’s nearshore team. Another successfully migrated an on-premises system to a cloud-native platform, achieving shorter processing times and lower compute resource consumption in the initial production days. Continuous improvement practices are embedded within the division’s delivery model, leveraging sprint retrospectives and KPI dashboards shared transparently with clients to drive ongoing operational enhancements.

This nearshore trend mirrors a broader shift across European companies, driven by advantages such as geographical proximity, overlapping time zones, cultural affinity, and access to specialised talent pools in countries like Poland, Romania, and Portugal. Industry analysis shows that nearshore development not only reduces costs significantly—studies indicate up to 46% lower hourly rates compared to onshore teams—but also frees companies to focus on core competencies through efficient, real-time collaboration. Hybrid outsourcing models that blend onshore, nearshore, and offshore resources are gaining popularity, enabled by advanced collaboration tools that facilitate seamless interaction despite geographical dispersion.

While cost savings remain a compelling factor, recent market insights emphasise a shift toward talent quality and team augmentation, as organisations prioritise expert capabilities to meet complex project needs. The integration of artificial intelligence, machine learning, and data science into software development is reshaping outsourcing priorities, with around 59% of IT outsourcing in 2025 focused on these technologies. Belitsoft’s nearshore teams are well-positioned to support these demands, given their technical specialisation and alignment with evolving enterprise requirements.

Sustainability considerations are also emerging as a significant influence on sourcing decisions, as businesses increasingly seek green IT outsourcing options that reduce environmental impact while enhancing brand reputation and customer loyalty. This reflects a wider realignment within the software development outsourcing landscape, where operational efficiency and social responsibility converge.

Belitsoft anticipates that the Nearshore Delivery Division will serve as the primary interface for all UK engagements moving forward, consolidating account governance functions previously spread across multiple regional units. The company plans to provide transparent performance updates through its 2025 Operational Review, ensuring continued responsiveness to the nuanced sourcing needs of UK enterprises.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://vocal.media/01/belitsoft-establishes-uk-focused-nearshore-delivery-division), [[2]](https://www.streetinsider.com/Globe+PR+Wire/Belitsoft+Establishes+UK-Focused+Nearshore+Delivery+Division+to+Address+2025+Enterprise+Team+Augmentation+Demand/25018834.html)
* Paragraph 2 – [[1]](https://vocal.media/01/belitsoft-establishes-uk-focused-nearshore-delivery-division), [[2]](https://www.streetinsider.com/Globe+PR+Wire/Belitsoft+Establishes+UK-Focused+Nearshore+Delivery+Division+to+Address+2025+Enterprise+Team+Augmentation+Demand/25018834.html)
* Paragraph 3 – [[1]](https://vocal.media/01/belitsoft-establishes-uk-focused-nearshore-delivery-division)
* Paragraph 4 – [[1]](https://vocal.media/01/belitsoft-establishes-uk-focused-nearshore-delivery-division)
* Paragraph 5 – [[1]](https://vocal.media/01/belitsoft-establishes-uk-focused-nearshore-delivery-division), [[3]](https://www.bysix.com/insights/the-rise-of-nearshore-adoption-among-european-companies), [[4]](https://hatchworks.com/blog/nearshore-development/nearshore-software-development-statistics/)
* Paragraph 6 – [[5]](https://www.orientsoftware.com/blog/software-development-outsourcing-trends/), [[6]](https://10pearls.com/top-software-development-outsourcing-trends/)
* Paragraph 7 – [[7]](https://devico.io/blog/10-software-outsourcing-trends-to-consider-in-2025), [[6]](https://10pearls.com/top-software-development-outsourcing-trends/)
* Paragraph 8 – [[1]](https://vocal.media/01/belitsoft-establishes-uk-focused-nearshore-delivery-division)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://vocal.media/01/belitsoft-establishes-uk-focused-nearshore-delivery-division> - Please view link - unable to able to access data
2. <https://www.streetinsider.com/Globe+PR+Wire/Belitsoft+Establishes+UK-Focused+Nearshore+Delivery+Division+to+Address+2025+Enterprise+Team+Augmentation+Demand/25018834.html> - Belitsoft, a custom software development company with over 20 years of experience, has established a dedicated Nearshore Delivery Division to serve UK enterprises. This move aligns with 2025 sourcing trends, highlighting increased demand for cost-effective, high-quality software development within European time zones. The division formalises operational structures supporting a growing UK customer base, providing a unified governance framework for project intake, talent allocation, commercial negotiation, and service level oversight. It manages teams of engineers, quality assurance specialists, and DevOps staff across multiple nearshore delivery centres, focusing on developers with up-to-date technical skills and operational flexibility.
3. <https://www.bysix.com/insights/the-rise-of-nearshore-adoption-among-european-companies> - European companies are increasingly adopting nearshore outsourcing models, particularly in the IT sector, to benefit from similar time zones, geographical proximity, and cultural affinities. This approach offers advantages such as cost reduction, operational efficiency, and access to specialized talent. Countries like Portugal, Poland, and Romania are emerging as IT hubs, providing highly skilled professionals at more competitive rates than traditional markets like the US or UK. The integration of Artificial Intelligence (AI) and Machine Learning (ML) is also driving the IT outsourcing market, with forecasts indicating that AI will dominate the sector by 2025.
4. <https://hatchworks.com/blog/nearshore-development/nearshore-software-development-statistics/> - A significant majority of companies are turning to nearshore software development as a cost-cutting tool, with 59% of companies choosing this approach. Nearshore development services help free up internal resources and allow companies to concentrate on their core competencies. Additionally, nearshore developers offer a staggering 46% lower hourly rate compared to onshore, providing cost savings while maintaining quality. This model also facilitates real-time collaboration due to similar time zones, enhancing project efficiency and communication.
5. <https://www.orientsoftware.com/blog/software-development-outsourcing-trends/> - The software development outsourcing industry is evolving, with a growing preference for nearshore and hybrid models. A 2023 study found that 40% of companies are opting for nearshore outsourcing to minimize time zone differences and improve collaboration. Hybrid outsourcing models, combining onshore, nearshore, and offshore teams, are also gaining traction due to better collaboration tools. Nearshoring offers benefits such as access to skilled talent pools, cultural alignment, and overlapping time zones, enhancing project coordination and reducing delays.
6. <https://10pearls.com/top-software-development-outsourcing-trends/> - In 2025, organizations are focusing less on cost savings and more on finding the right talent for their projects, prioritizing quality over cost to achieve better outcomes. Team augmentation is a key strategy, involving hiring outside experts to fill specific gaps in development teams. Additionally, the integration of Artificial Intelligence (AI), machine learning, and data science is rapidly altering the business landscape, with 59% of all IT outsourcing focused on AI and machine learning consulting, a trend expected to continue growing in 2025.
7. <https://devico.io/blog/10-software-outsourcing-trends-to-consider-in-2025> - Sustainability and green IT outsourcing represent a critical shift in business practices aimed at minimizing environmental impact while optimizing operational efficiency. As consumers become more environmentally conscious, there's a growing demand for businesses to adopt sustainable practices. This trend is not merely driven by regulatory compliance but also by the recognition that sustainability can enhance brand reputation and customer loyalty. Studies indicate that a company's commitment to sustainability can significantly influence brand preference and loyalty, with products marketed as sustainable growing 2.7 times faster.