

# Leveling the playing field: IT firm outsources HR to compete for top talent

## Priming multi-state workforce for growth

In today's digital age, and particularly in the era of COVID-19, remote work is the new norm. For technology firms competing for coveted tech skills, adopting a remote work model expands the talent pool beyond the boundaries of their offices. But it can also make it challenging to ensure employees feel supported and connected to the company culture. For companies with remote workers in multiple states, that requires keeping up with varied and ever-changing state statutes and regulations.

The ability to recruit, retain, and care for a skilled remote workforce powers fast growth for NearShore Technology. The U.S.-based IT project development firm operates three offices in the United States and two in Mexico – and employs technology experts across six states. For guidance on managing and optimizing its multistate workforce in the U.S., the forward-thinking firm relies on Insperity's full-service HR solutions built specifically for small and medium-size businesses.

**Client:** NearShore Technology

**Location:** Atlanta, GA

**Industry:** information technology

**Insperity client since:** 2004

**Services used:** talent management, employer liability management and human capital management

**Overview:** NearShore Technology CEO Gabriel J. Apocada's mission – to add value to customers, employees, stakeholders, communities and the world – is being made possible by Insperity's full-service HR solutions. Find out how they are thriving in the new normal.



## A breath of fresh air

Apodaca has worked with Insperty for 22 years. Before launching NearShore, he was charged with overseeing operations and HR for a leading technology company. At first, he struggled to match the level of employee care he had experienced at larger companies – until he met Insperty.

“When I was introduced to Insperty, it was like a giant breath of fresh air,” he says. “The company truly cared about people. Its value proposition included lowering the time I had to spend on HR and resource management risk, increasing visibility (to job prospects), and keeping up with the benefits and employer requirements for each state.”

After starting NearShore, Apodaca reached out to Insperty almost immediately. NearShore offers companies an alternative to offshoring by allowing them to access IT professionals within their same time zone. Since its inception, it has abided by a simple mission statement: to add value to customers, employees, stakeholders, communities and the world.

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## Managing “the new normal”

NearShore is increasing headcount to support its growing roster of medical technology, finance and high-tech clients. Finding skilled technology workers is not easy, in part because they are in high demand. Insperty provides employees access to a comprehensive benefits package, “leveling the playing field” so NearShore can compete with larger organizations for talent.

Insperty’s HR compliance services also help NearShore manage employer-specific risks and keep up with HR requirements, including COVID-19-related changes and recommendations.

“Insperty’s ability to support us as the world moves to remote circumstances has been a big differentiator for us and them,” says Apodaca.

Apodaca recalls he also had Insperty by his side after 9/11, during his tenure at a previous firm. The guidance the HR services provider offered helped him navigate economic and emotional challenges, while keeping his team aligned and secure.