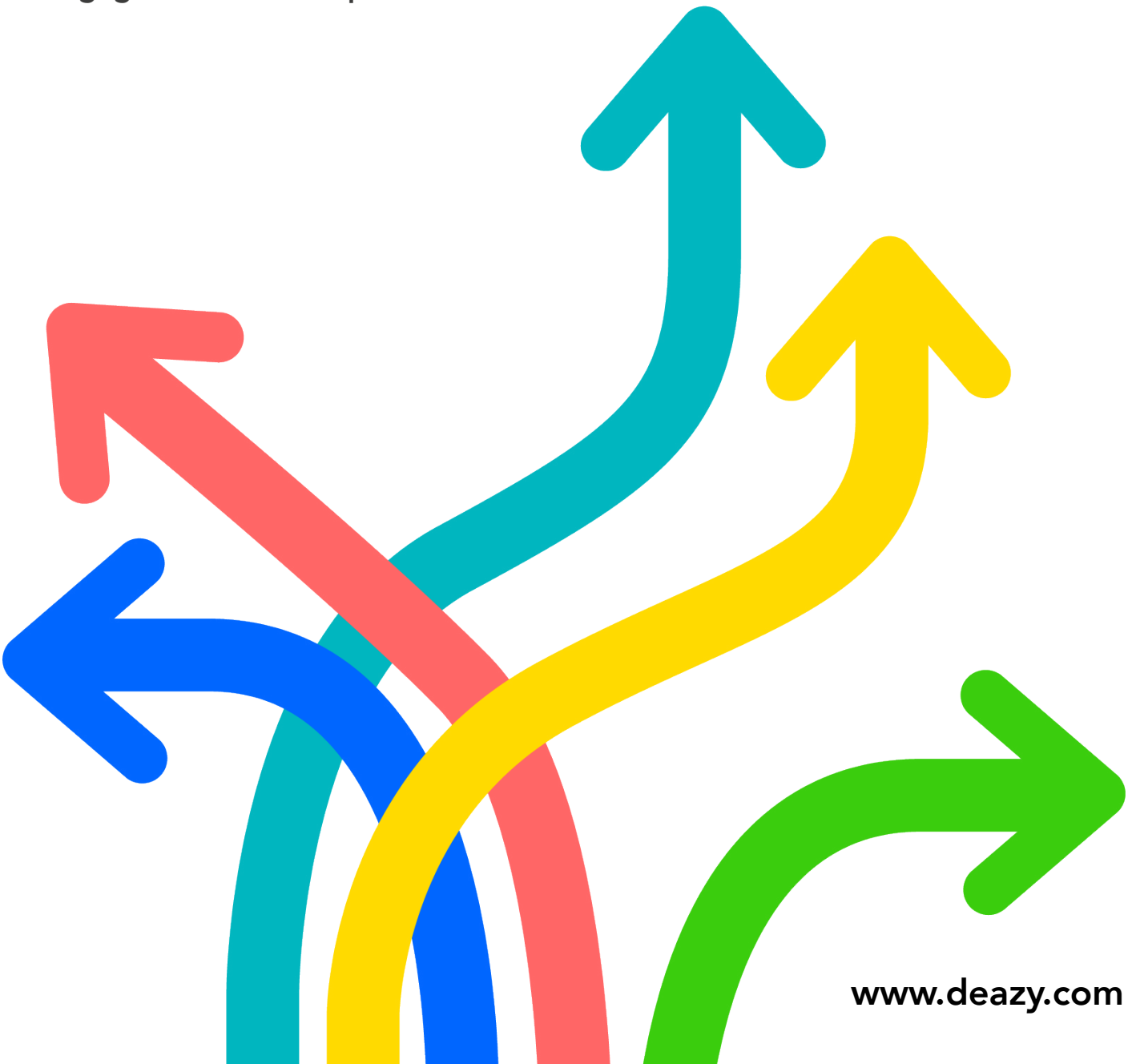


Deazy provides a new resourcing model to tech leaders

Businesses are failing to deliver on their vision because they cannot quickly access high-quality, cost-effective, certified and vetted developers.

Deazy is the smart, flexible and scalable way to engage stellar developers, fast.



Tech leaders are pivoting to a new resourcing model and are reaping the benefits

As a digital leader we would encourage you to consider three existing trends as a catalyst for change:

- 1 **Over the last decade, ownership models have shifted** in Software (SaaS) so that licences are rented rather than owned, lowering usage cost and increasing value throughout the chain. This has spawned a succession of alternative "as-a-service" models, from renting car schemes to clothing rental (e.g. Rent the Runway, valued at \$1 bn+).
- 2 **Layer on something you know instinctively** - there is no such concept as the "new normal" post-Covid for companies, instead a constant race to deliver roadmap or digitally transform whilst a fiercely competitive market for development talent limits your resource base.
- 3 **Finally, a pandemic combined with collaboration tools** have changed in-office expectations and reshaped delivery to a successful remote or hybrid team.

We believe that the benefits of a rental model coupled with the shift to distributed collaboration means that:

- It is time for technology leaders to consider a new resourcing model
- There are more reasons to resource flexibly than ever before. Early adopters - our clients - are becoming industry success stories



The Incumbent Model

Let's be clear. The "Old Model" is the one we're all familiar with, but it's being disrupted.

Typically in the incumbent model, tech leaders:

- Only work with internal developers assuming this increases their likelihood of delivering right, first time. However this inherently creates capacity or capability challenges.
- Struggle to recruit developers fast enough given the talent market and time required to vet for quality.
- Outsource new projects to external agencies, often given a tech skill set gap, leading to an attrition of inhouse devs left working on legacy code.
- Are challenged by IR35 in using freelancers to scale.

What do these challenges mean for you internally?

Most CTOs and CIOs are wrestling with capacity and capability challenges. The demands from your business to deliver transformation, maintain legacy code and ship new products have never been greater.

At the same time, the options to recruit and scale developers flexibly have never been more challenging, and those pressures only further impact your retention of development talent.

And even if you are managing to maintain your squads and development velocity, you are being forced to make bets on technology stacks internally which means you cannot adapt quickly to new and ever emerging requirements.

Finally, since the need for every business to "digitise or die" has only accelerated given the early and global challenges of this decade, these internal problems are not going away.

Alternatively, there is a new resourcing model which combines your core development team with a scaling partner like Deazy to enable more projects to be delivered in-house and support the delivery of your roadmap.

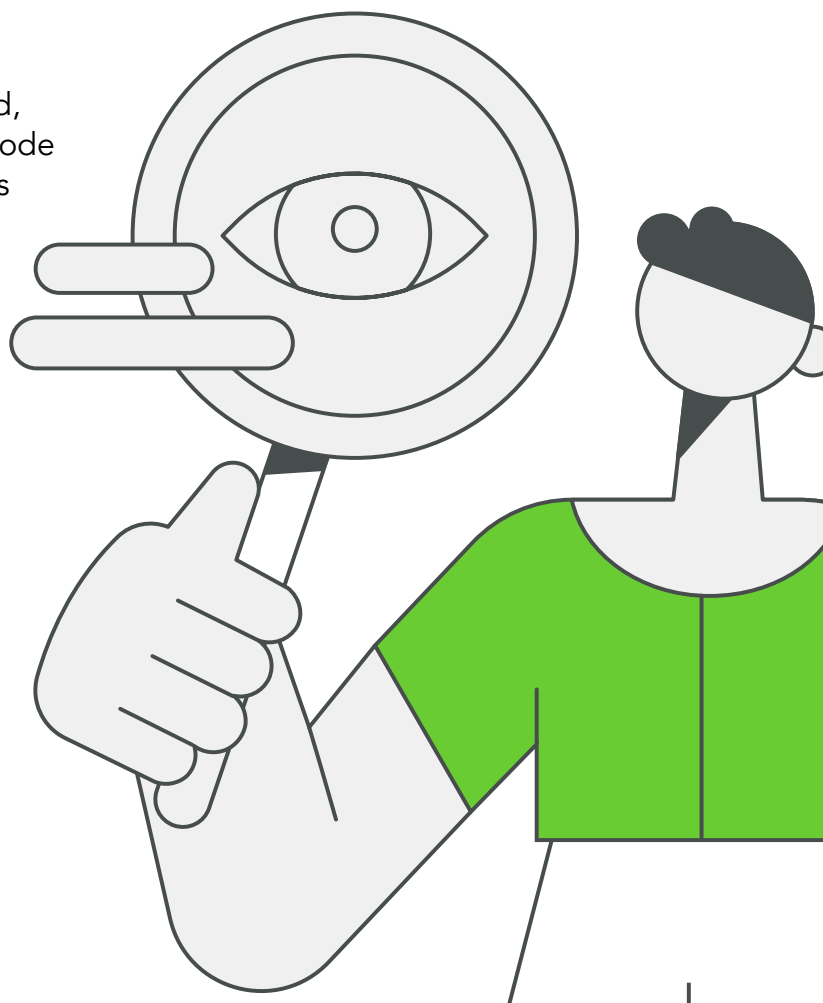


The New Resourcing Model for Tech Leaders

How would your dev resource look if you started afresh now?

Tech leaders have pivoted to deliver on the following basis:

- Augmenting existing dev teams with vetted, specialised developers to support legacy code or deliver more exciting innovation projects inhouse, increasing employee retention.
- Flexibly scaling resources up and down as tech requirements change.
- Using a delivery partner such as Deazy to accelerate velocity at critical moments whilst retaining development quality.
- Ensuring flexible resourcing is Enterprise ready, including being ISO27001 certified and IR35 friendly.
- Benefiting from nearshore commercials and currency exchange since collaboration in channels and calls creates a level playing field for location.



What does this all translate to internally?

Partnering with a scaling platform such as Deazy enables all of these possibilities for your business.

You no longer face the same level of business risk in not delivering on your roadmap or critical release, by minimising capacity, capability or staff retention issues.

An intelligent matching of talent and culture ensures your internal development team continues to work effectively and you can work on innovation projects inhouse.

You have access to a range of tech stacks and extensive capacity so you can adjust your team(s) composition to successfully deliver to evolving business requirements.

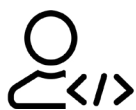
By benefiting from nearshore commercials you are able to add even more resource to your teams and increase development velocity further.

Adopting this approach, our UK clients are leading examples of growth and digital transformation in their sectors.



So what is Deazy?

A unique combination of three things...



Development Ecosystem

An ecosystem of pre-vetted nearshore development teams, roadtested for multiple engagement models including flexible team augmentation.



DeliveryOS™ Platform

From submitting your brief and receiving an estimate, to team selection and delivery, all managed in one Deazy platform for our clients.



Delivery Oversight

A UK based team to ensure your project success, including experienced Product and Delivery Managers.

"The quality and flexibility of development teams from Deazy have supported us across multiple product roadmaps. We can't tell the difference between our internal team and the augmented developers from either a culture or capability perspective, and they've all added value from day one."

- Colin Woods, CTO at RAC

RAC



What does this mean for you as a tech leader?

Getting started:

Hiring Developers with Deazy As Easy as 1, 2, 3!

Step 1

Brief our team on your project:

Fill out our simple on-site briefing flow and chat through your requirements with a helpful member of the Deazy team.

Step 2

Estimates and proposals shared via Deazy platform:

View your project estimate, screen potential candidates and find the perfect dev talent via Deazy's automated platform.

Step 3

Project kick off!

Get a developer or whole team working on your project in as little as two weeks. Now all you have to do is sit back, relax and watch Deazy do what we do best - making development easy!

Fast, easy hiring (via DeliveryOS™)

Screen and hire a developer or a full team in as little as 2 weeks. The Deazy platform makes delivery easy, automating, organising and streamlining every step of the process. We use smart algorithms to match projects with the best developers in seconds, so you can spend less time on admin and more time focusing on delivering your roadmap.

Top 0.5% of 600,000 Developers

The Deazy ecosystem gives you access to top quality, vetted dev talent and teams. Find developers, who have been certified on their technical ability, as well as reviewed on their culture and comms.

Ensuring the Right Fit at Every Step

Deazy is more than just a developer marketplace. Our experienced UK team oversee each project delivery ensuring everything runs smoothly. With experience including complex builds and high profile product launches - no project is too big or challenging for Deazy.

