

Streamlining Expansion: Cost-Effective Soft Landing Solutions in Mexico with Everscale Group

Nearshoring Opportunity

Gaining access to additional talent pools and establishing cost-efficient foreign operations has become a staple in the IT industry. Nearshore locations are preferred over Offshore when firms require real-time collaboration or need to reduce the risk of relying on a single offshore location.

Nearshore Benefits over offshore locations

- Similar Travel Times:** Being part of North America, Mexico offers travel times similar to those of other U.S. cities.
- Cost-Efficiency:** Due to a lower cost of living, Mexico has significant cost savings compared to onshore.
- Cultural Affinity:** Minimizes communication barriers and is crucial for customer-facing roles, leading to an enhanced customer experience.
- Time Zones Overlap:** Business-critical applications and interactive application development projects require same-time-zone collaboration.

Soft Landing Options

For companies looking to reduce entry risks and gain local expertise in Mexico, there are **three main service options** available, depending on operation size and industry. Everscale offers all three

SOFT LANDING OPTION	BEST FOR	LIMITATIONS
Pilot Team To run small or temporary operations, hiring for projects, or to test the region before permanent operation. Vendor handles setup, recruitment, shared offices, local paperwork, and payments.	<ul style="list-style-type: none"> 4 Months faster than DIY. Scales up and down. Avoids subcontracting future competitor. Reduces cost by using economies of scale and one provider. 	<ul style="list-style-type: none"> Common size: 1 to 30 People. Temporary short contracts, risks retention of key team members.
Build-Operate- Transfer (BOT) To create an entity and structure from zero, with a predefined operational size, stabilize, and transfer after a set period. To reduce entry risk in unfamiliar region.	<ul style="list-style-type: none"> For Large Operations. Mitigates setup challenges and entry risk. Increases success rate by shortening the learning curve. 	<ul style="list-style-type: none"> Requires almost same time as the DIY approach. Not flexible. Does not focus on reducing operating expenses.
Subsidiary-as-a-Service Similar to the as-a-Service model, it is pay-per-use and scalable in size and functionality. To minimize entry risk and setup costs, and reduce operative expenses by using economies of scale.	<ul style="list-style-type: none"> 4 Months faster than DIY. From 5 people to Large Centers. Minimizes setup costs, reduces expenses, shelters from local risks Increases success rate by shortening the learning curve. 	<ul style="list-style-type: none"> Not available to all industries. For Mexico operations, not available in other LATAM Countries.

Why Mexico?

Mexico is North America's de facto nearshore option, due to its large talent pool and hard-to-ignore location. As a result, companies of all sizes are opening cost-efficient operations in the country, employing various strategies based on their goals.

For Tech companies, it possesses the two main attributes they evaluate: Talent and Cost. Its population of 130 million dwarfs other countries like Panama, Costa Rica, and Uruguay with less than 5 million people. With a cost of living lower than countries like Chile and Costa Rica, and lower operational expenses than Brazil, it offers the ideal combination.

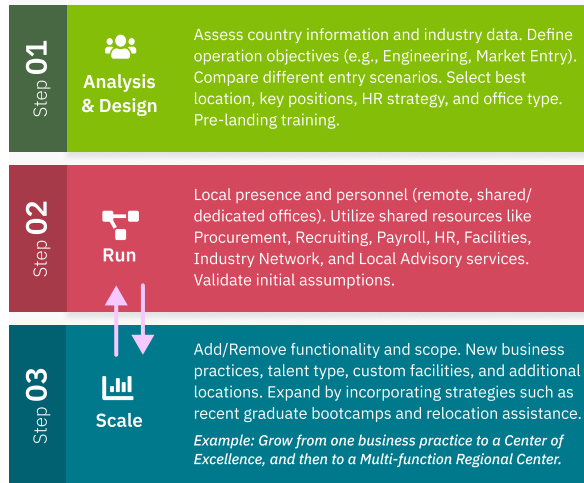
Nearshoring accelerated due to the need to mitigate supply chain disruptions caused by COVID-19 and the U.S.-China trade tensions. Mexico emerged as the USA's top trading partner and is poised to capture nearly half of the total foreign investment inflows in Latin America in the coming years.

Subsidiary-as-a-Service (SUBaaS) for Mexico

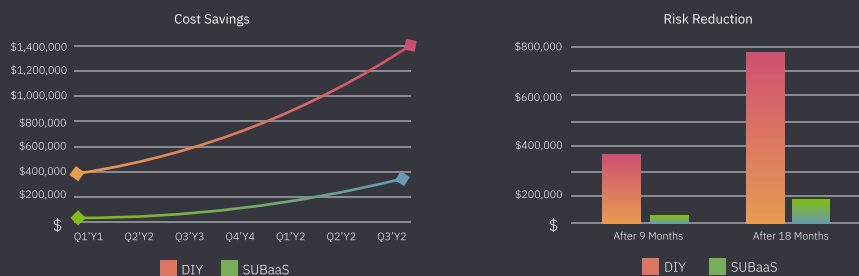
How does it work?

Similar to the as-a-Service model, is pay-per-use, leveraging shared infrastructure, systems and staff. Ready to launch quickly, with the flexibility to scale in size and functionality as needed, but not before.

The organization adds operational capabilities and regional expertise, and by being industry-specific, it increases the chances of success for local strategies.



Everscale example Benefits



Why Us?

Everscale is part of a group headquartered in Tucson, AZ, that has been supporting foreign companies move to Mexico since 1986. With over 25,000 employees under management across various industries—including aerospace, automotive, financial services, contact centers, and software development—the group has continually expanded its services, infrastructure, and entities to deliver true economies of scale advantage to its clients. Everscale, with its focus on the IT industry, minimizes risks and shortens the learning curve for its clients, increasing their local success rate.

Shared expert areas.

- Recruitment & Talent Screening
- Local Authority Relations
- Procurement
- Tax & Accounting
- HR & People
- Industry Network
- Vetted Talent Database
- Market Data & Strategic Guidance
- Facilities Management
- Payroll & Benefits