Witted

Guide

HOW TO ATTRACT THE BEST SOFTWARE CONSULTANTS IN THE NORDICS IN 2023

MOTHERSHIP PILOT
WITTED
CORPS
DEPT. OF AERONAUTICS
AUTH. CLASS 1 CERT.

SECURE YOUR SOFTWARE DEVELOPMENT BY ATTRACTING THE BEST TALENT

If your company secures its software development by filling in the development team's missing resources and competence with external software consultants, this guide is for you.

Before diving into what kind of companies and projects are the most appealing for Nordic senior software consultants in 2023, let's quickly recap the market landscape you're currently operating in.

MARKET LANDSCAPE REVIEW

The Nordic software consulting business dealt with a challenging environment in the first half of 2023. Here are the most notable factors:

→ **Less projects**

Project supply decreased notably in the whole Nordics during the first half of 2023.

→ **More available consultants**

Decreasing project supply grows consultancies' bench and increases the number of available consultants on the market. Also more software freelancers are without projects.

→ **More competition over projects**

Naturally, when there are more people competing over the decreasing number of projects, the competition heats up.

→ **Price competition**

As a response to increased competition, consultancies and software freelancers try to win projects by offering lower prices.

→ **Thriving industries**

Finance, defense industry, energy, climate tech, and health tech industries thrive despite the challenging market environment.

HOW TO WIN THE BEST SOFTWARE CONSULTANTS TO YOUR PROJECTS

Despite the challenges the Nordic software consulting market is facing, not any project will do for the best software consultants. Read on to find out the key factors that make a software project appealing for Nordic senior software consultants.

→ **Trending domain**

Like mentioned earlier, finance, defense industry, energy, climate tech, and health tech industries thrive despite the challenging market situation and are therefore appealing for talents. Accountable and ethical companies and industries are also very attractive at the moment – software professionals want to make the world a better place.
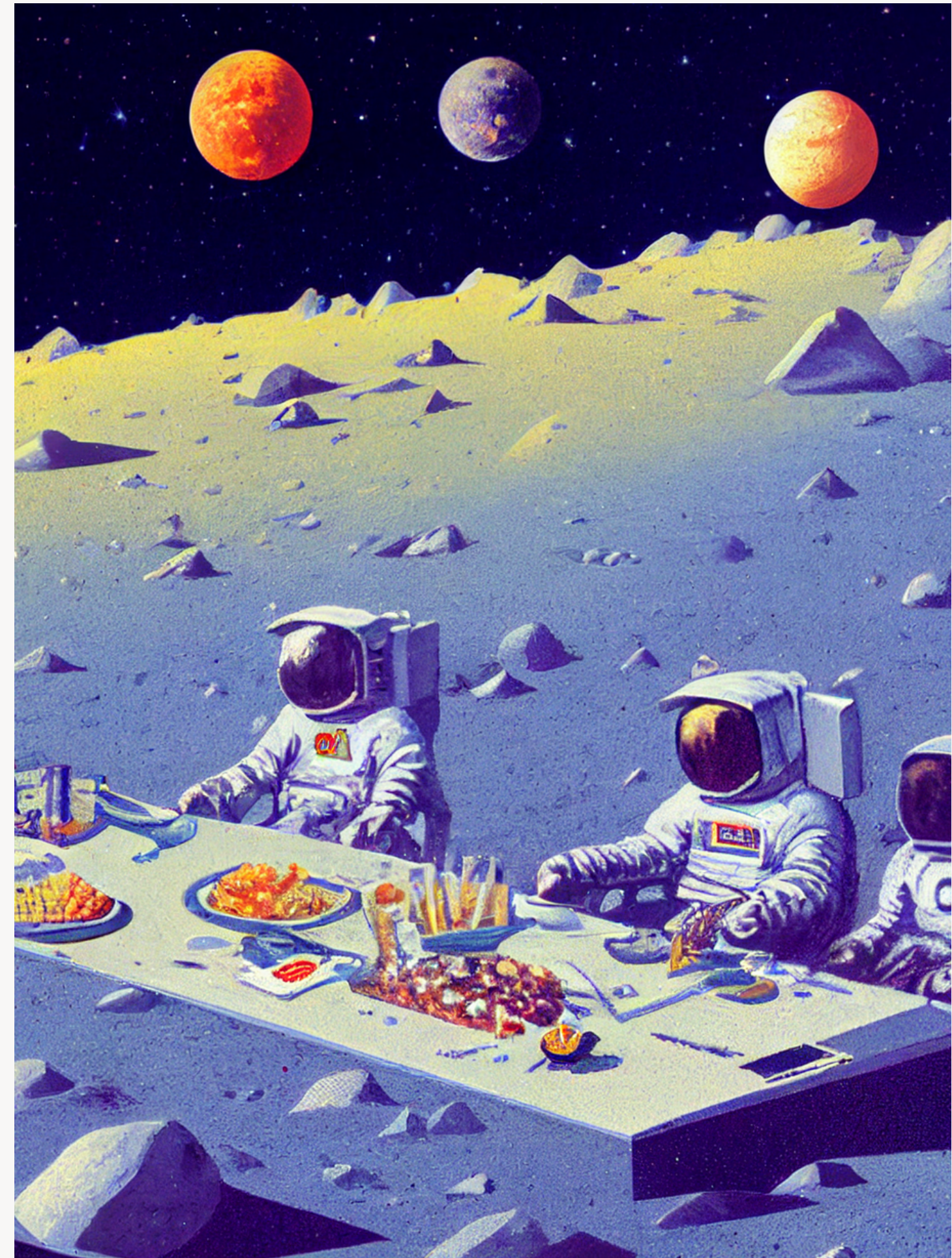
→ Modern technologies

Companies that use modern programming languages like React, TypeScript, JavaScript, Vue, Node, Go, Rust, Swift, and React Native, attract software consultants better than those using old-fashioned technologies.

Of course, not everything that's old is bad. For example, Java, C++, C and Python have been around for a long time and are most likely not going anywhere any time soon, if ever.

→ Inclusiveness

Companies that have succeeded in creating an inclusive and relaxed atmosphere – no gap between internal team members and external consultants – receive praises from software consultants. No one likes a workplace where you have to be on edge or feel like an outcast.

→ Greenfield

Building something completely new from scratch is exciting! If the technical problem to be solved is new and innovative – even the first of its kind – or otherwise exceptional, software consultants are dying to work on the project.

Legacy projects can be attractive, too. When companies take digital leaps to this day and modernize their businesses, software consultants get to take part in a huge change. It is intriguing to get to influence how the change is driven and which tools and procedures to take into use.

→ Experienced team

Top talents attract other top talents. Moreover, experienced teams often come with fit development practices such as quality assurance, modern development environment and open communication. Also psychological safety is super important – even the most experienced talents don't know everything and like to spar with and learn from others.

WITTED

Building software capabilities and teams

- A 500+ strong Nordic software consulting company, offices in Finland, Norway, Sweden, Denmark and US.

- Revenue 53 MEUR in 2022

- Listed on NASDAQ First North Growth Market

- Building the best IT work life with unique employee offerings in several Witted companies including Witted Partners, Mavericks, Talented and NeXec.

Read more at www.witted.com

Three ways of building software capabilities

DEVELOPERS & DIGITAL TEAMS

Accelerate your software development and secure its continuity

TALENT ACQUISITION AND EMPLOYER

BRANDING

Hire the right people and become a more appealing employer

BUSINESS & DIGITAL TRANSFORMATION

Secure your competitive advantage

OULU

TAMPERE

TURKU

HELSINKI

OSLO

STOCKHOLM

COPENHAGEN

NEW YORK CITY