



"By choosing Genos in Bucharest, Inspari can focus on its core business and future growth. We also realised that having Danish management present in the office in Bucharest creates a stronger cultural bound for Inspari."

Kasper Kamp Simonsen,
Partner and VP of R&D Inspari



New growth strategy for Inspari

Inspari is one of the leading companies in Denmark in the market of Business Intelligence solutions, with a portfolio of over 400 clients and with 100+ employees.

As a part of a well-defined internationalization strategy Inspari launched an Outsourcing Business Plan as well. Since that moment in time all steps needed to implement the Outsourcing Business Plan profitably were clear, simple and successfully communicate throughout the whole organisation.

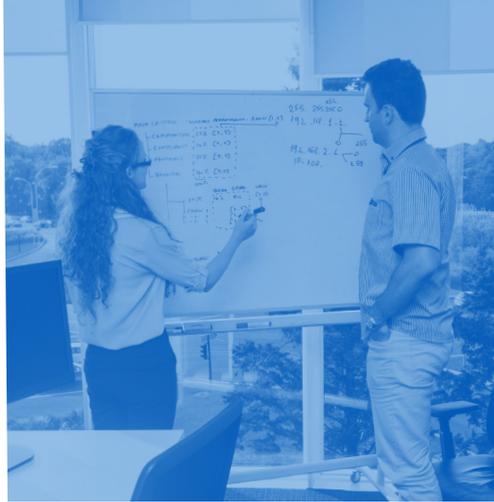


Genos the outsourcing partner

Throughout their search for an ideal outsourcing partner, Inspari assessed many outsourcing countries/partners, but in the end they found the optimal outsourcing country and partner, Genos in Romania. Romania was chosen due to its many IT talents & developers, due to the strong policy-making system, in favour of Outsourcing and offered by the Romanian legislation, due to its Central European roots and membership of both EU and NATO. Genos turned out to be the right partner for Inspari due to its many years of experience in the outsourcing services in general, its optimal current location in Bucharest and its divergent perspective to outsourcing.

Clear customer Identity

Inspari wanted to work with an outsourcing partner, who could ensure that the Romanian employees would feel like they are part of Inspari and their organizational culture is reflected and integrated in their office from Bucharest as well. Genos made a clear road map covering many aspects amongst other 1) alignment of Inspari's HR Business Partner with Genos Talent Acquisition and Development and 2) dedicated office space for the Inspari's employees in Bucharest.



Many talented IT developers

After starting the recruitment of Business Intelligence developers, Inspari realised immediately that Bucharest doesn't have only a huge talented pool of candidates to recruit from but also very high skilled senior developers! With the right mix of experienced and young talents hired for the Inspari office in Bucharest, the productivity increased fast after the on-boarding process ended.

Genos office space is located optimally in Bucharest north, close to the metro station and close to the international airport Otopeni.

Proven Business case

The business strategic decision of outsourcing to Genos in Bucharest has proven to be a solid business case and for the coming years the office in Bucharest will follow a substantial organic growth in order to support the future growth of Inspari.



GENOS

INSPIARI
know. act. grow.