

NEARSHORE STAFFING SOLUTIONS

**BRINGING YOUR BUSINESS
AFFORDABLE TOP-TIER TALENT**



cadencia
ON PACE AND MOVING FORWARD

Cadencia: The Vision



Our founders drew from over 15 years of experience in the offshore staffing industry and all the lessons learned along the way to forge the vision for Cadencia. They saw an opportunity to become a leader in offshore staffing by launching a company focused on creating human connections while providing stellar team members for our clients. From these early aspirations, Cadencia has become a dependable remote staffing solution based in the Central time zone, offering a wide array of dedicated talent to businesses across the United States.

To start, we needed to find talent closer to home to avoid the standard complexities that come from remote staffers located in time zones 8-12 hours away. With Mexico just a stone's throw from our US-based clients, it became the preferred location to build the Cadencia "nearshore" staffing model.

While there are many beautiful cities in Mexico that attract visitors from all over the globe, we were looking to tap into the lesser-known business hub that supports the 15th largest economy in the world. In our search, **Guadalajara became the obvious choice, with large American corporations already operating there and multiple renowned universities producing new talent ready for the workforce.**

As a trust-based economy, our Cadencia team set out to make strong connections and hire local talent who had a solid foundation of experience in Guadalajara. This has facilitated the rapid growth of our in-country relationships and granted us a reputation as a desirable employer in the region. With that, we are able to attract high quality experienced team members who are already seasoned in American business, as well as those hungry for an entry-level position right out of college.



As a result, our clients find long-term employees that become assets who are truly a part of the team rather than an invisible external helper. Our nearshore staffers are just as dedicated to your goals as you are, which makes all the difference

"Our Cadencia team member has been doing a fantastic job and fits in with the team really well. He is a pleasure to work with and does a great job staying connected despite the distance between us. Thanks to all of you for what you do. We are very happy working with the Cadencia team!"

Tom Glover, Premier Accounting & Tax, Inc.

Our mission is to improve lives at home and abroad by utilizing the power of nearshore teams to provide affordable top-tier talent for small-mid sized businesses. We do this by giving back to the community of Guadalajara, by providing career and training opportunities to our staff, and by helping our US-based clients become more efficient and scale.

Cadencia is more than just another remote staffing solution zapping resources without considering the humans who make it happen. We are a bridge between business and culture that benefits all involved.





Why Guadalajara?

Located just a few short hours by plane from any US-based company, Guadalajara shines as the perfect nearshore recruiting environment. Roughly the size of Chicago, Guadalajara is a beautiful city known worldwide as a hub for global business and Mexican culture. This center for commerce and premier education is an excellent choice for finding the best and brightest candidates for any organization.

With a labor market full of well-educated and driven professionals who speak fluent English, Cadencia is able to provide nearshore employees in the central time zone who have a clear understanding of American culture and industry. The best part of this candidate pool is that organizations can gain experienced full-time team members close to home for a fraction of the cost of hiring internally.

Our Cadencia office is set inside a dynamic WeWork space in the luxurious Andarés neighborhood with other corporate enterprises just a short walk away. Hewlett-Packard and Bank of America, for example, run their largest employee bases outside of the US in Guadalajara, creating a robust talent pool to leverage. Guadalajara is a business-focused, culturally diverse capital city providing an authentic and invigorating community to visit.





Great Universities = Top Talent

Our Cadencia team has established strong partnerships with some of Mexico's finest colleges and universities. These connections allow us to recruit the best and brightest from around the country and in many cases, the world over.

The region of Guadalajara draws students from around the globe as an education hub for Central America with multiple top-notch institutions to choose from. These western schools foster critical thinking and leadership skills just as our own North American universities do. Our ability to present the Cadencia opportunity to new graduates means our clients get quality entry-level employees dedicated to their company's growth from day one.



Universidad Panamericana - Panamerican University

Ranked third for all universities in Mexico, Universidad Panamericana has a long list of accredited programs including Engineering, Law, Accounting and Business Administration. Founded in 1967 as a Catholic university focused on business, this school has produced many notable alumni including former President of Mexico, Enrique Peña Nieto. The Universidad Panamericana has multiple exchange programs with several countries because of its stellar reputation abroad.



ITESO Universidad Jesuita de Guadalajara - Jesuit University of Guadalajara

As part of a network of over 228 Jesuit universities around the world, ITESO was founded in 1957 under the order's 450-year-old education tradition. Historically, Jesuit institutions have earned the reputation for educating world leaders in the fields of art and science with a rare level of academic excellence. Specializing in business and engineering, the enduring mission of ITESO is to develop intelligence, growth and social awareness that fosters leadership focused on improving lives.



Instituto Tecnológico y de Estudios Superiores de Monterrey - Monterrey Institute of Technology and Higher Education

Founded in 1943 by the prominent MIT graduate Eugenio Garza Sada, ITESM is a secular and coeducational private university with a global reputation for excellence, especially in the fields of business and engineering. In 2019, the institution earned the ranking of 15th in the world and is one of only 45 universities to be rated with 5 Quacquarelli Symonds (QS) stars. ITESM has 35 campuses across Mexico which means their influence and our relationship spans far beyond the city of Guadalajara.



Universidad de Guadalajara - University of Guadalajara

As the second oldest institution for higher education in North America, the Universidad de Guadalajara is a historic marvel. Originally founded in 1586, when Mexico was still a colony of Spain, this university has undergone vast transformations over many centuries to become the premier educational staple it is today. With such a rich history the list of alumni is vast including heroes of the Mexican Revolution and former presidents while the modern day state school specializes in providing an exceptional general education.





The Cadencia Difference

Ensuring we're a good match

Unlike many offshore staffing agencies, Cadencia is very selective about the organizations we work with because we care that our employees are happy in their virtual work environment. We conduct preliminary interviews as part of our initial consultation process to ensure our human-facing company culture is a good fit. Our clients also have the opportunity to interact in our Slack community and even meet in person at our annual meeting in Guadalajara to share best practices with other like-minded businesses. Our hope is to create a community, not just a client list.

Quality Assurance

Our Cadencia team ensures every candidate has the appropriate college degree for the position being filled, at least 2 years of work experience for non-entry level roles, and is bilingual with fluency in both English and Spanish. When an employee is then hired, we take care of every legality, including Mexican payroll, taxation, human resources, and all other compliance requirements guided by the state. If the candidate will be working from home, we also do an onsite visit to their home office to ensure they have a quiet and productive place in which to work.



Security, Onboarding, and Ongoing Education

Before any employee is assigned to a given client they undergo a rigorous security clearance and background check to ensure the safety of our client companies. They are then provided a secure laptop in coordination with our Mexico-based IT security partner and participate in a thorough onboarding process that includes training on how to best work with a nearshore employer. Furthering our staff's expertise is paramount to our mission which is why we provide frequent ongoing education opportunities for every team member throughout their time with Cadencia.

The ROI of Cadencia Staffing

Beyond the issue of dwindling talent pools in various fields across the US, recruiting and hiring a local internal employee is expensive. Not only does your company need to cover the payroll, taxes, retirement fund, HR, training, security, equipment, and benefits yourself, but you're also responsible for finding the right individual.



"What makes Cadencia stand-out from any other nearshore/offshore company is the lack of turnover. Turnover is costly because you have to keep training a new person to do the job every time someone leaves. That takes time and money. Why do people leave? Because they're unhappy. Cadencia is different because they have built a great culture to make sure their team stays happy."

David J. Nissen, PKF Mueller

Let's do a side-by-side comparison of the first year's expense with Cadencia next to the average annual cost of hiring an internal employee stateside.

Cadencia Hire		Internal Hire	
Training	Included	Training	\$1250
One-time Onboarding Fee	\$2,000	Average Salary	\$72,000
Annual Fee (\$3000 x 12)	\$36,000	Benefits	\$18,000
First Year Total	\$38,000	Annual Total	\$91,250

*These are average totals

Internal Hire	\$91,250
Cadencia Hire	- \$38,000
Annual Savings	= \$53,250 per year
Monthly Savings	(\$53,250/12) = \$4,438 per month

It's true! For an average savings of 60%, your organization can have a dedicated professional entry-level or experienced full-time staffer that resides within or near your time zone. This person will become just as much a part of your team as any internal employee, so there's no real compromise, and you gain a massive return on investment.



Advanced IT Security & Support

In order to ensure the safest virtual work experience for our clients and staff, Cadencia partners with a company called Secundus for remote, on-site, and advanced IT support. Not only do they provide a proprietary web-based platform to track and create support tickets but they guide ongoing employee security training as well. We are fortunate to have such a full-service organization on our team.

Their services include:

Remote Support

- OS maintenance (security check, upgrades, and fixes)
- OS-related issues resolution
- Microsoft Office or Google Workspace suite issues
- Email issues
- Third-party software installation or configuration issues (e.g.: Adobe, Salesforce, Asana, Slack, etc.)

On-Site Support

- New equipment set up & enablement
- Peripheral setup and revision (e.g.: monitors, docking, mice, printers, basic networking, etc)
- Device collection and return for repair
- Device backup & recovery if not responsive remotely

Advanced Support

- Web-based management system for support and inventory tickets
- Unlimited full access to Secundus' proprietary training tool
- CIO/CTO consulting services to ensure Cadencia operates following all the IT best practices and ensure new projects are implemented on time

"The Cadencia team set up our new nearshore team member with his new secure laptop a couple of days after we made our decision and he showed up for work first thing Monday morning. As an accounting firm, making sure our sensitive financial data is secure is critical. It's been a great experience ever since."

Didi Finch, Premier Accounting & Tax, Inc.





Once We're a Go!

After we've found that our organizations are a good fit for one another, the process is simple and we'll be there every step of the way to guide you. Even though recruiting the right person can take some time, we do our best to make it a positive experience from start to finish.

Recruiting Steps:

- You sign the Master Services Agreement (MSA) and submit the deposit
- We have a conversation with your hiring manager/designee to determine your must-haves for the position
- Recruiting begins (typically a 2-week process)
- We present 2-3 candidates to your organization based on your requirements
- You spend 24-48 hours choosing your favorite new team member (it's a hot job market in Guadalajara, too so a prompt decision helps)
- Once a candidate is selected, we order equipment and begin the onboarding process
- During the onboarding process, we will continue weekly meetings and then move to monthly check-ins once everyone is comfortable.



It is important to note that Cadencia is a recruiting firm focused on providing you with a long-term resource that becomes a part of your team. Our mission is not one of a short-term or hourly staffing agency. We are working to fill your team member gaps, support your workload and workflows, and to give our employees an opportunity to build a career.

Ongoing Expectations

Beyond the recruiting phase, your new staffer will be all yours with very few exceptions. Our Cadencia team will need to gather periodically for ongoing training and brief staff meetings, all of which are designed to help them serve your organization better.



Additionally, there are a handful of holidays in Mexico that are required PTO days and must be observed. These few instances have yet to pose a problem for our clients because of the substantial value their Cadencia team member/s bring to their organization.

From there, you will be assigned an ongoing customer success manager that will be your contact to ensure we continue to meet your needs. We will facilitate regular check-ins that fit your schedule and remain available to handle any concerns that may arise along the way.

Are you ready to take the plunge?

Find out how Cadencia can give you a nearshore staffing advantage!

**Email us at: info@cadencia.io
www.cadencia.io**

