

## Nearshore Delivery That Performs: How IBA accelerated product development with Peraison's European Centre of Excellence

A European nearshore model that protected  
quality, control and commercial focus



### Executive Summary

For IBA, a world leader in aviation intelligence, digital products are central to client value. To evolve IBA Insight at pace, IBA needed delivery capacity without taking on long-term headcount risk or compromising quality.

Peraison provided a nearshore development team from its European Centre of Excellence, enabling faster delivery, lower operational risk and smoother collaboration compared to traditional offshore models.

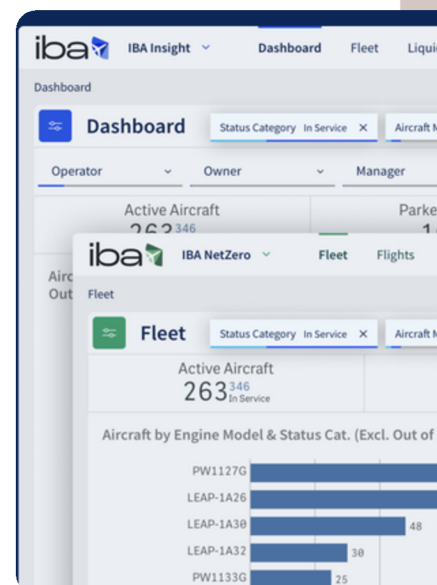
### The Challenge

IBA needed to increase development velocity to keep up with client and market demand.

They faced several pressures commonly seen across data driven firms:

- Limited internal capacity to scale delivery quickly
- A need to avoid the risks associated with offshore outsourcing
- A desire to maintain direct ownership of product strategy and quality
- Cost pressures that made permanent team expansion challenging

IBA required a delivery model that balanced cost efficiency with high quality execution.



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Peraison implemented a nearshore delivery model optimised for speed and alignment.

- A dedicated Lisbon based development team with a strong cultural and time zone fit
- Integrated participation in IBA's product ceremonies and decision making
- Product centric delivery that placed roadmap value over technical volume
- Commercial oversight from Peraison partners to ensure alignment
- A scalable engagement model designed to flex with business need

This structure provided IBA with the benefits of nearshoring without the common drawbacks associated with offshore providers.

Author

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## The Solution

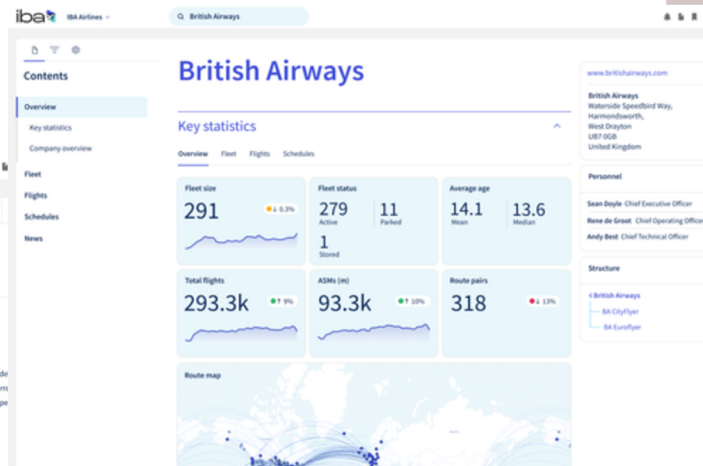
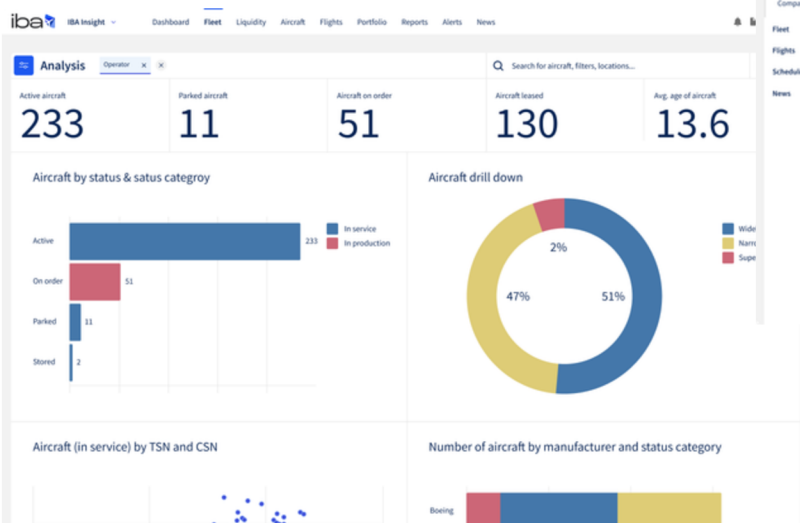


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## The Impact

The nearshore model delivered measurable advantages:

- Rapid progress on roadmap initiatives
- Reduced delivery risk due to close collaboration and cultural proximity
- Improved planning predictability and team stability
- Cost efficient access to high calibre development specialists
- Stronger confidence in IBA's ability to evolve IBA Insight at the pace required



For IBA, the partnership enabled a scalable, low friction way to build and enhance a market critical product. For Peraison, it demonstrated how effective nearshoring can become a strategic advantage rather than a cost saving exercise.