SHD Transitioning Network Operations from Germany to Cairo

Overcoming Operational, Linguistic, and Technical Challenges

About SHD

SHD is a leading software specialist for the furniture and kitchen retail market. The company delivers comprehensive ERP and planning solutions—from MHS, Cogito, and SHDecoro to warehouse logistics, POS, finance and HR systems—supporting digital transformation. As a proud member of the GENII Software Group, SHD primarily serves clients in the DACH region, benefiting from international collaboration and resources within this European software holding.

Software Provider (Furniture & Kitchen Retail)

> 1.000 Employees

International

Cisco Wireless Solutions, Paloalto , Fortinet & more

10 Team member

Challenge

- **Limited access to talent:** Difficulty finding and retaining engineers with the required expertise in the local market.
- **High operational costs:** Elevated running costs restricted SHD's ability to invest in infrastructure modernization.
- **Need for efficiency:** Desire to streamline operations without sacrificing service quality.
- **Ensuring service continuity:** Need to evolve operations without compromising reliability and client trust.
- **Resistance to Technological Change:** Existing network team resisted modernization, posing a risk to innovation and competitiveness

Solution

- **Offshore transition to Cairo:** Strategic move to Cairo enabled faster hiring and access to a broader talent pool.
- **Modern, certified expertise:** Built a team skilled in current technologies, ready to support transformation.
- **Scalable and agile operations:** Gained flexibility to scale quickly and deliver at pace.
- **Cost-efficient resource strategy:** Reduced labor and onboarding costs without sacrificing quality.
- **Revitalized service delivery:** Transition ended operational stagnation, enabling delivery of next-gen IT services to German clients.

Success Story

After over years of stable in-house operations, SHD successfully transitioned its Network Operations and Security Services from Germany to Cairo—without a single SLA breach or service disruption.

Through strategic hiring, strong leadership, and a structured onboarding process, K&C built a bilingual, Cairo-based team that quickly integrated into SHD's workflows. German-speaking engineers ensured seamless client communication, while the new team began driving innovation within months—automating processes, optimizing wireless infrastructure, and enhancing monitoring with centralized dashboards. What began as a cost-saving initiative evolved into a scalable, high-performance operation ready to support SHD's future growth.

Why K&C?

Proven Experience in Complex Transitions: We don't just build teams—we ensure seamless handovers, deep knowledge transfer, and long-term scalability.

Trustworthy Leadership: Our hands-on technical leads act as your strategic extension—ensuring accountability, performance, and innovation.

Always On. Always In Control: We keep your systems running smoothly—monitoring, reacting, and resolving before issues escalate.

About Krusche & Company

With over 25 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 150+ IT experts operates from six offices worldwide, delivering top-notch services in UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.

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