

Case Study

How Strategic Offshoring Enhanced Integration and Expansion for Aluminati Network Group



Introduction to Aluminati Network Group

Aluminati Network Group (Aluminiati) has emerged as a leading platform for corporate alumni networks, noted for its remarkable growth fuelled by a people-centric approach and innovative partnerships. It offers a boundaryless social network solution, allowing organisations to develop thriving online communities focusing on flexibility and user engagement. This growth signifies its commitment to fostering connections and community engagement across various sectors.

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Situation

Aluminati faced the challenge of scaling its operations while maintaining the essence of its close-knit team culture. Previous attempts at offshoring had introduced complexities, leading Aluminati to partner with Potentiam to strategically expand its development team without sacrificing quality or control. Core to this challenge for Aluminati was integrating offshore resources without losing the tight control and cultural fit essential to its development team's success.

Daniel Watts, Managing Director of Aluminati, had reservations about offshoring, stemming from past difficulties in maintaining direct communication and control over offshore staff.

The need for a seamless integration was paramount, especially considering the company's international footprint and the desire to keep the development team cohesive and aligned.



Solution

Potentiam offered a solution aligned with Aluminati's needs for cultural fit, direct communication, and seamless integration.

By building the team in Cape Town, Aluminati could ensure minimal collaboration friction, mirroring their UK team's working practices.

This approach allowed for the development of a lead from within the new team, promoting growth and understanding of Aluminati's culture and processes. Potentiam's expertise in offshoring and its strategic growth framework gave Aluminati the confidence to expand its offshore team effectively.



Result

Aluminati's Cape Town team has grown to include 8 roles, is fully integrated with the UK team, and contributes significantly to the company's operations. This success has prompted Aluminati to expand its offshore team further, adding roles in development, sales, customer service, and operations. The Potentiam model has proven so effective that Aluminati is considering additional global hubs to support its continued growth in North America and Asia. The strategic offshoring approach has not only addressed the initial challenges but has also opened new avenues for scaling Aluminati's business globally.

Aluminati's journey with Potentiam highlights the power of strategic offshoring when executed with a clear focus on cultural fit, communication, and integration.

By overcoming the common pitfalls of offshoring, Aluminati has scaled its operations and reinforced its people-focused philosophy on a global scale.



The top benefits Potentiam has brought to Aluminati are:

- 01** Integration of a 8-member team in Cape Town with the UK team, functioning seamlessly across development, sales, customer service and operations
- 02** Expansion plans for additional roles and possibly new global hubs, driven by the successful offshoring model
- 03** Retention and performance improvement, attribution to strategic hiring and team integration practices

“Though we are an international company operating in nine different countries, our development team has always been together. Offshoring with Potentiam appealed to us because we would have team members in the same time zone, and they would be fully integrated into our team, not an outsourced developer contracted by an agency.”




Daniel Watts
Managing Director

Learn more about Potentiam:

Established in 2016, Potentiam advises businesses on building and scaling offshore teams to maximise their growth potential.

With a dedicated local HR business partner, the Potentiam model supports businesses in expanding talent pools under their management in Romania, South Africa, and India. Our specialist advisors plan, structure, build, integrate, and operate international teams that deliver excellence, enabling businesses and in-house teams to grow.

Potentiam offers access to world-class international talent at significantly lower costs, supported by in-country services. Potentiam is a valuable partner in developing offshore strategies, with a proven track record of driving revenue growth across various sectors, including professional services, IT business services, data analysis, energy consultancy, IT security, research, and SaaS.

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