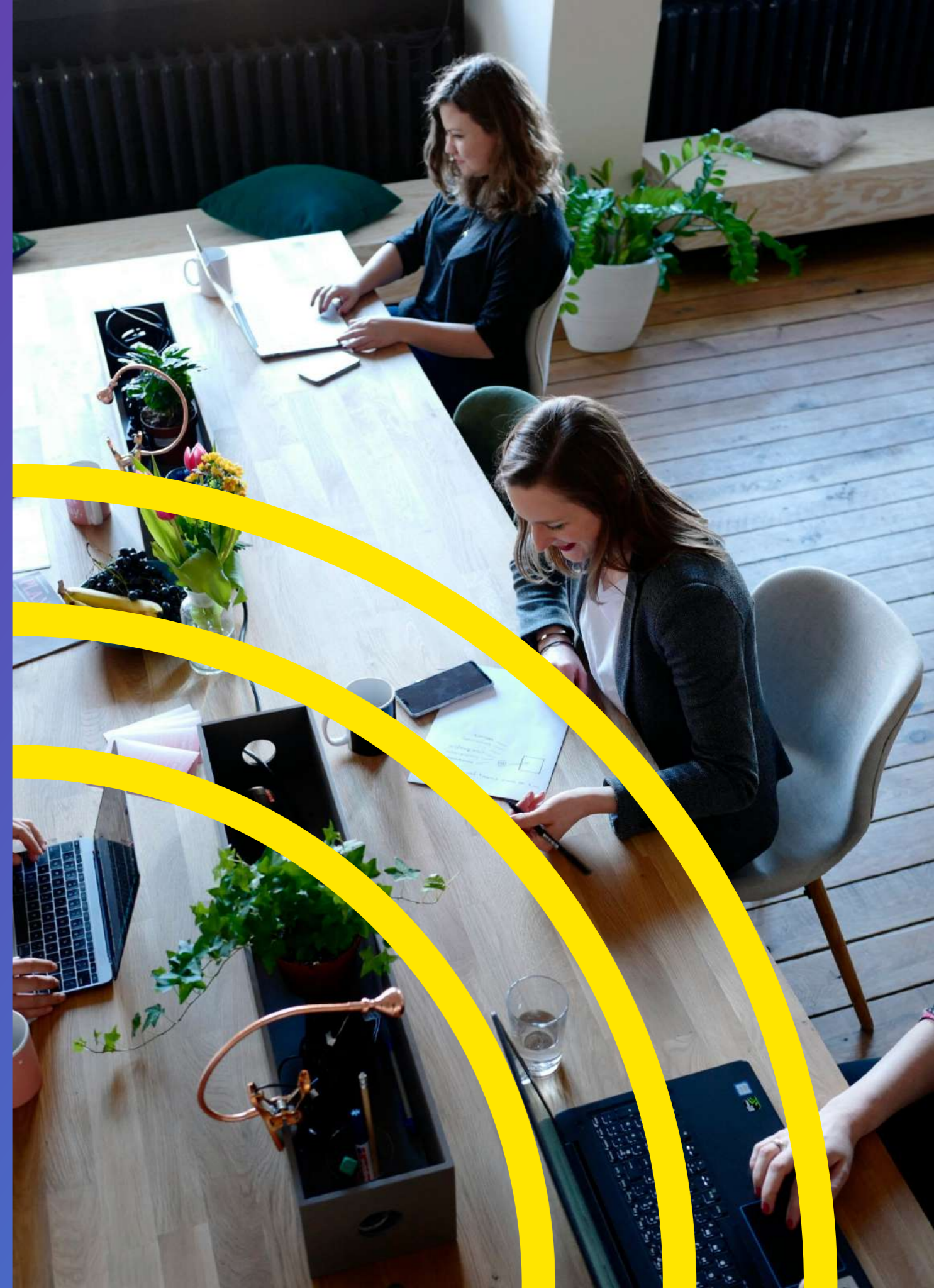


Case Study

Notora Overcame Local Skill Shortages with Offshore Expertise



Introduction to Notora

Notora is a leading ERP consultancy, for the food sector, specialising in bespoke ERP solutions that streamline and optimise operations.

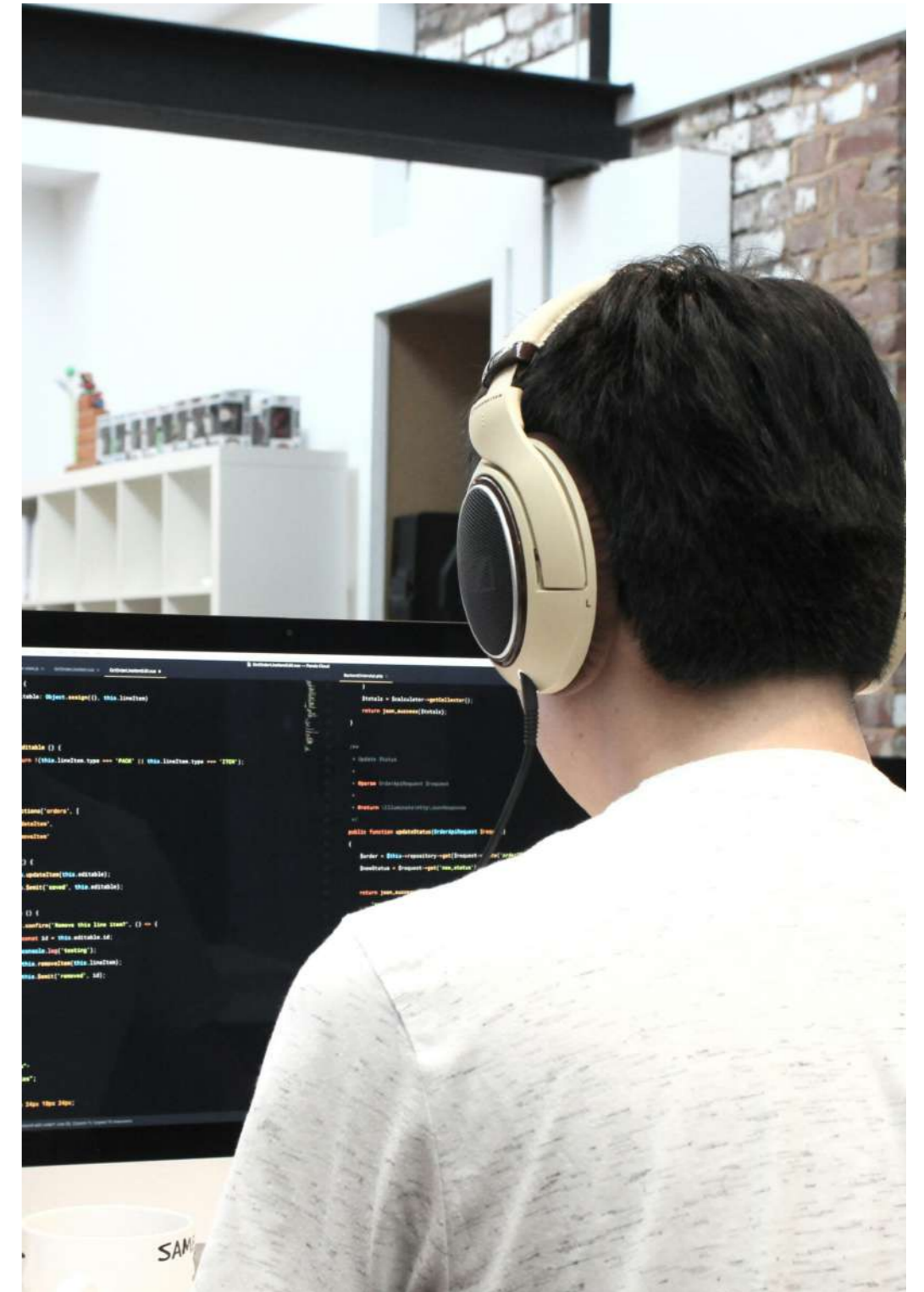
Their dedicated team focuses on delivering customised digital transformations and sector-specific modules to enhance growth and efficiency within the food industry, ensuring clients achieve their strategic objectives.

[SEE MORE CEO STORIES HERE →](#)

Situation

Notora faced a significant challenge: the shortage of skilled developers within Denmark. This talent scarcity hindered the company's ability to grow and meet the increasing demands of their projects.

The team found it challenging to find people with five to ten years of experience or more, highlighting the competitive and constrained local job market. The COVID-19 pandemic further exacerbated these challenges, introducing unprecedented changes and requiring a flexible workforce solution.

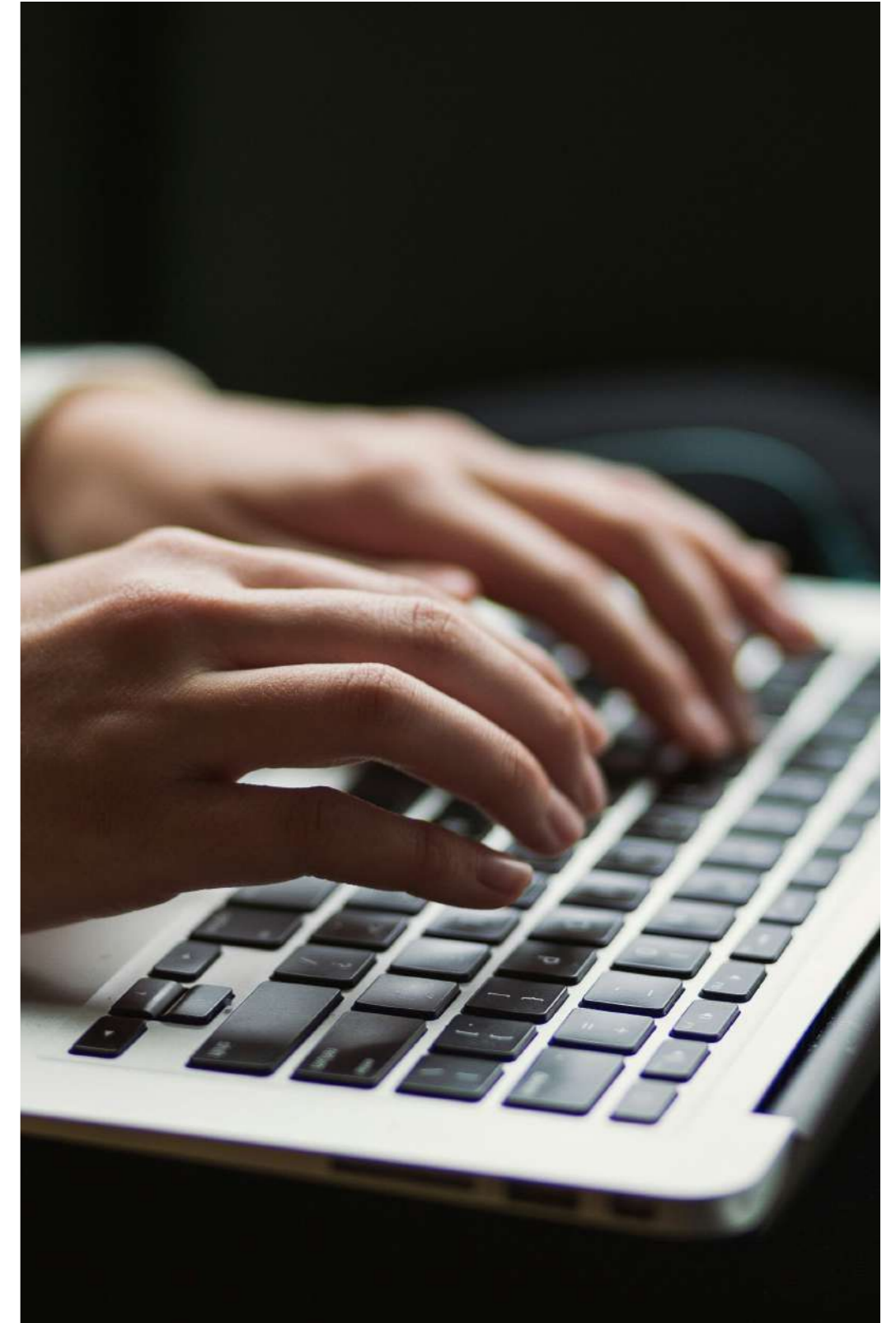


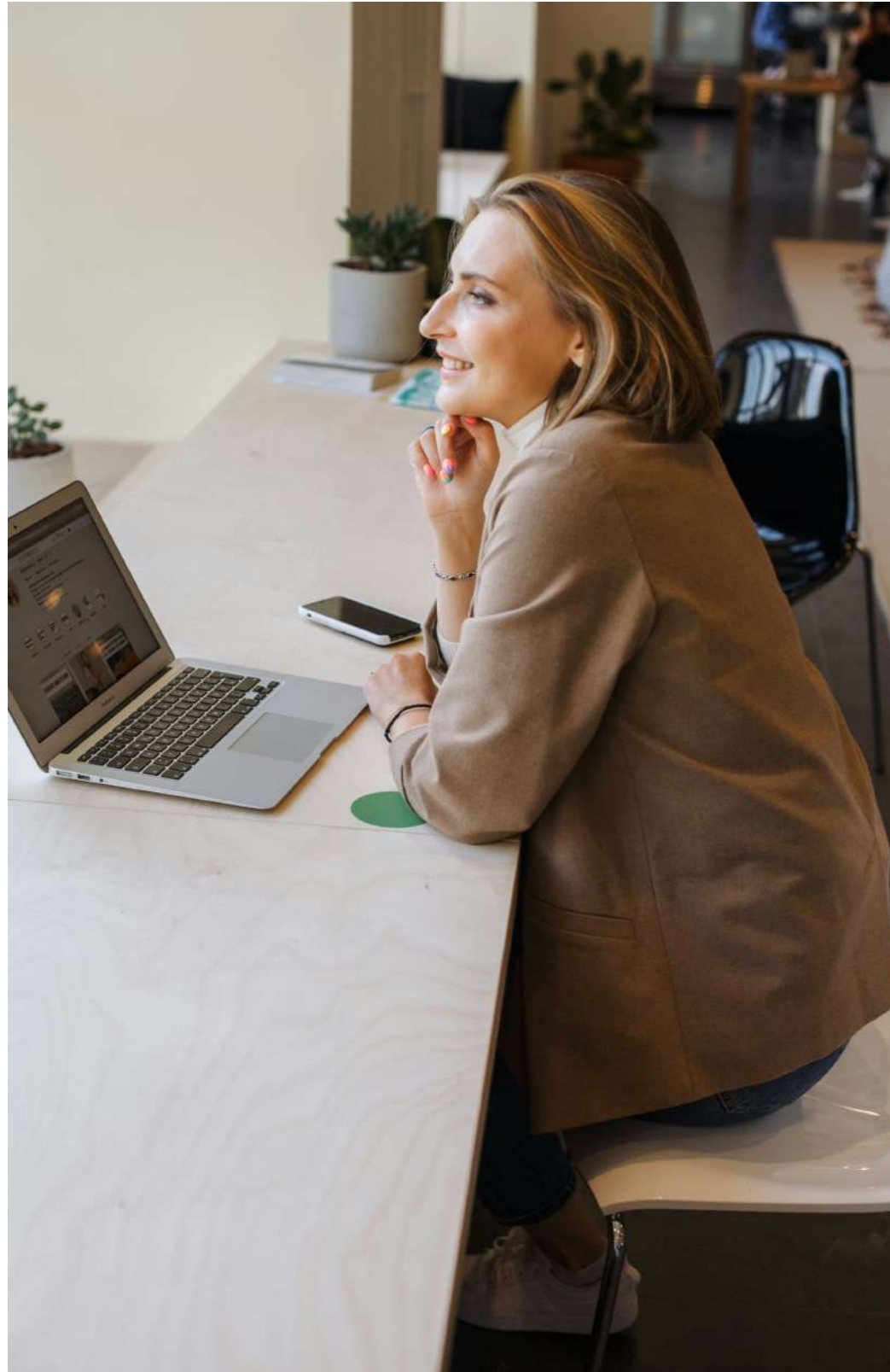
Solution

Potentiam developed a capability plan with Notora that served both their current needs as well as a plan that looked forward to their future scaling requirements. Potentiam considered the optimal team design, role design, career path, team development and integration path with the Danish team.

By establishing an offshore team in Bangalore, supported by dedicated a local HR business partner, Notora was able to effectively tap into a global talent pool, for skilled developers without the risks associated with contractors. This strategy was not solely about cost reduction but about enhancing flexibility and ensuring continuous business growth.

Potentiam's approach allowed Notora to augment their existing organisation effectively, providing the additional capacity needed to navigate the fluctuating demands of their projects.





Result

The collaboration with Potentiam led to the successful formation of an offshore team that aligned with Notora's cultural and business requirements. The team, primarily based in India, became an integral part of Notora, contributing significantly to their projects.

The offshore model provided Notora with the much-needed flexibility to manage workloads efficiently, without the constraints of the local talent market. Moreover, the positive experience with offshoring has made Notora confident in their ability to scale their team as needed, with Potentiam's continued support.

Notora's partnership with Potentiam has transformed the way they approach talent acquisition and team expansion. By leveraging offshoring, Notora has overcome local market limitations, gaining access to a broader talent pool and ensuring their continued growth and success in the competitive ERP consultancy industry.

“We found Potentiam’s strategic framework particularly helpful. They took the time to understand our business and our requirements. They were able to guide us to find the right people and offshoring successfully. The process takes time, and this investment from management needed to be well spent.”



Thomas Blak

CEO

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.

 [Potentiam](#)

 Visit [potentiam.co.uk](https://www.potentiam.co.uk)

Do you want to understand your offshore opportunity?

[BOOK A MEETING WITH A POTENTIAM DIRECTOR →](#)

