



Case Study

Open Energy Market Harnesses Offshoring to Fuel Growth and Innovation



Introduction to Open Energy Market

Open Energy Market (OEM) is a SaaS platform in energy management and sustainability. Known for its technical solutions, it aims to manage energy risk and empower long-term strategic, sustainable decision-making.

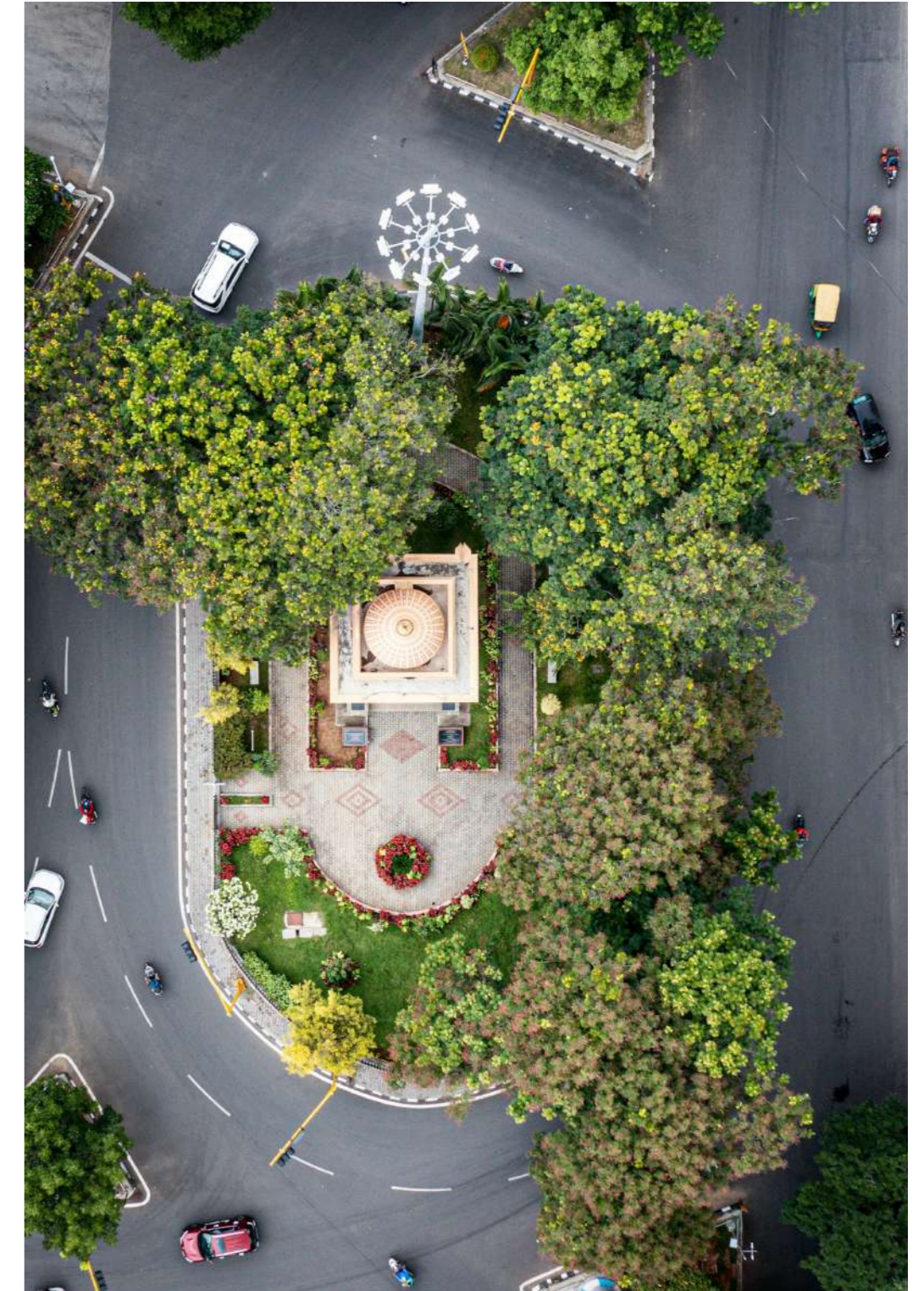
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Situation

Open Energy Market (OEM), positioned at the forefront of the energy sector, embarked on a mission to redefine its operational and growth strategies amidst a complex and demanding industry landscape.

The company found itself challenged by the need to make significant upfront investments in technology and sales staff in advance of earning any revenue.

In response to these challenges, OEM adopted a strategy to build teams in Bengaluru (Bangalore) — and Cape Town to fast-track its software development roadmap. It was critical that they could use their limited funds as efficiently as possible while billing clients for their enhanced services as quickly as possible.



Solution

The partnership with Potentiam was essential, in making the offshoring a success.

Potentiam's strategy approach was hugely assisted by their shared specialist background in energy consultancy services, ensuring a successful offshoring initiative. The decision to build a key part of their technology team in Bengaluru (Bangalore)—India's Silicon Valley—was a game-changer.

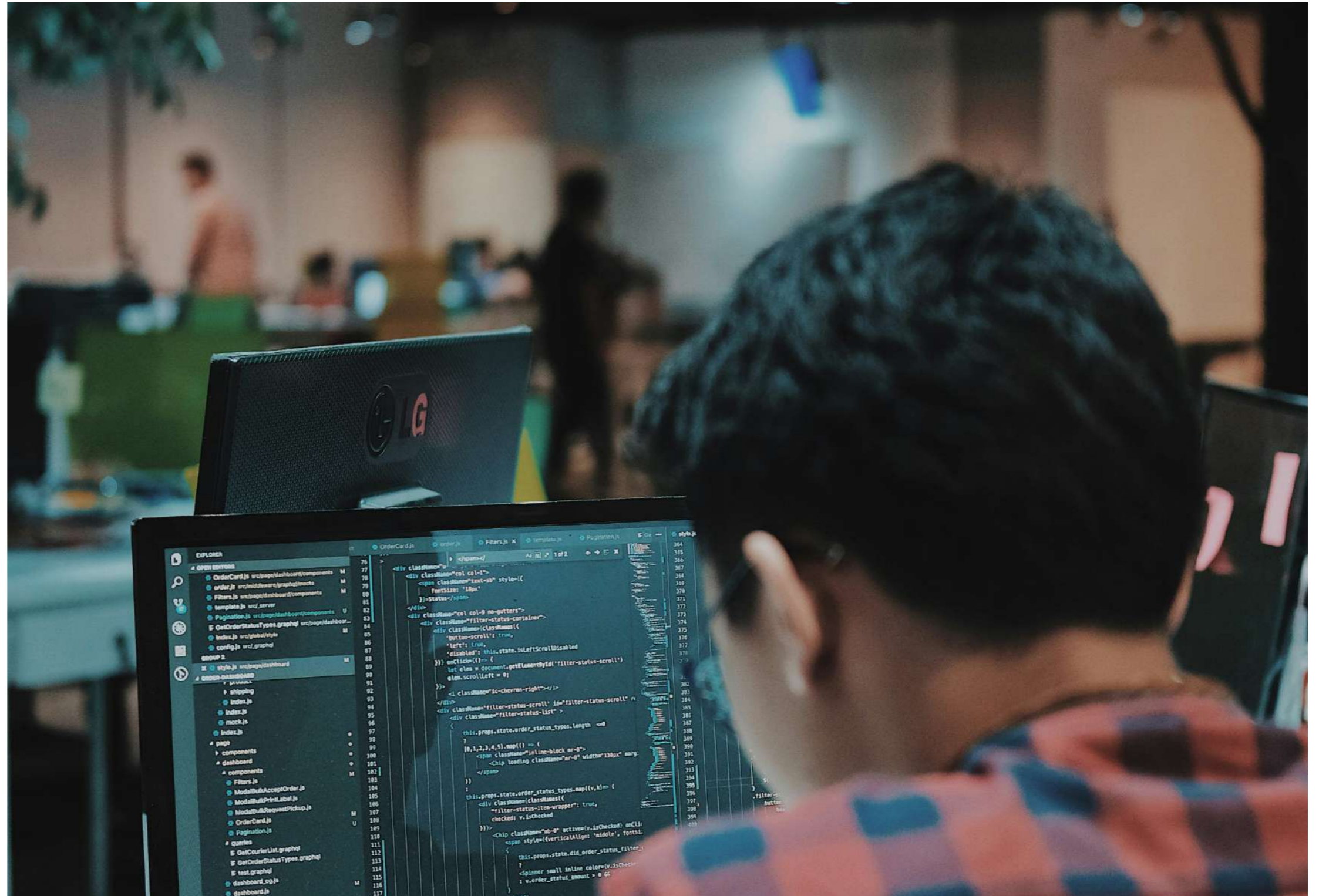
This tech hub, renowned for its vast talent pool of over 600,000 software professionals and its status as home to more than 1,000 multinational companies, provided an ideal environment for nurturing a high-calibre technical team.



Result

The offshoring strategy implemented by OEM, with Potentiam's guidance, has been nothing short of transformative. By integrating a team in Bangalore not as “outsourced” resources but as integral members of the organisation, OEM has achieved a seamless extension of its operational capabilities. This strategic move has not only allowed for significant acceleration in technical development but also fostered a beneficial partnership.

OEM's offshoring journey with Potentiam underscores a strategic blueprint for leveraging global talent pools to fast-track development and drive revenue growth. By emphasising the importance of team integration and shared goals, this partnership highlights how offshoring, when executed with the right up-front strategy, can be transformational to a business.



“Potentiam worked very closely with OEM to understand our needs, our goals, how we were going to expand, and what our strategy was, and then gave us the consultancy, the advice for us to go out and hire those team members under the guidance and recommendation of Potentiam.”



Chris Maclean
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.

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