



ALUMINATI



Case Study – SaaS

Improving Performance & Retention Without Losing Culture

How Aluminati strengthened performance, improved retention and built an expansion-ready operating model by building a sales and customer support team in South Africa.

Learn more

Scan to read Aluminati's offshoring journey.



The Challenge

Aluminati needed to scale its development and support capability.

More importantly, they needed to scale capacity while preserving culture and enabling collaboration.

Previous offshoring experiences had created hesitation.

- Scaling development and support capacity without losing quality or control
- Risk of damaging close-knit team culture through offshoring
- Previous offshore challenges around communication and alignment
- Requirement for seamless integration across UK and global teams
- Maintaining strong ownership, visibility and collaboration

Why change was necessary

To support growth, Aluminati needed a scalable model that could expand capacity while preserving its culture, communication standards and tightly integrated way of working.

The Solution

Potential partnered with Aluminati to design and build a Cape Town-based development team that matched the business's requirements for cultural alignment, communication quality and close integration with the UK team.



Step 1
Planning

A tailored offshoring strategy was developed to address Aluminati's concerns around culture, communication and control. Cape Town was selected as a strategic location.



Step 2
Talent Acquisition

Potential carefully selected candidates to match Aluminati's standards and cultural expectations. This ensured strong alignment and reduced the risk of collaboration friction.



Step 3
Integration & Growth

The offshore team was fully integrated into Aluminati's UK operations, supporting knowledge sharing and reinforcing a unified company culture across locations.






Offshoring with Potential 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,
Aluminati


The Results

Aluminati successfully scaled its development capability while maintaining strong cultural alignment and operational control.


-  Scaled to 8 offshore team members
-  Higher retention & team stability
-  Stronger performance & output consistency

 **Capacity**


- Expanded capacity without losing cultural
- Built a scalable offshore team model aligned to UK operations

 **Cost**


- Achieved scalable growth without proportionally increasing UK overheads


 **Efficiency**

- Reduced communication friction between UK and offshore teams
- Strengthened collaboration through shared working practices
- Improved delivery consistency across functions

 **Implementation**

- Developed internal leadership within the Cape Town team
- Established a foundation for ongoing global expansion

 Offshoring was something we approached with caution, but the integration and alignment we've achieved has been exceptional. The team feels like a true extension of our UK business."

 **Daniel Watts**
Managing Director, Aluminati



Why It Worked

Aluminati's success demonstrates how offshoring can work when cultural fit, communication and integration are prioritised. The model enabled the business to scale without compromising the environment that defines its culture.

Strategic guidance

Potential designed an offshore model specifically tailored to Aluminati's need for control, cultural alignment and seamless communication.

Strong talent

Cape Town provided access to high-quality talent that aligned with Aluminati's standards, enabling the creation of a capable and cohesive team.

Seamless setup

The offshore team was embedded into Aluminati's UK operations, ensuring consistent communication, shared working practices and minimal collaboration friction.

Embedded model

The Cape Town team operates as a direct extension of the UK business, reinforcing shared ownership, cultural alignment and unified delivery.

Ongoing support

Potential provided recruitment, HR and operational support, ensuring the model remains stable, scalable and aligned with Aluminati's growth ambitions.



Learn More About Potentiam

At Potentiam, we help businesses access world-class talent and build high-performing offshore and nearshore teams.

Founded by entrepreneurs who built, scaled and successfully exited a global data business using this exact model, our partnership model is built on proven experience and exists to help others achieve the same success.

We're your strategic growth partner, offering access to world-class global talent at significantly lower costs, supported by in-country services. Through our advisory approach, we enable organisations to scale efficiently by building office-based near- and offshore teams that operate as a true extension of your organisation, seamlessly integrated into your systems, standards and culture.

Build your own offshore capability.

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 [Potentiam](#)

info@potentiam.co.uk

 www.potentiam.co.uk

+44 (0)20 3865 5600





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