



CASE STUDY · ENVIRONMENTAL & ESG CONSULTANCY

# Scaling Without Increasing Headcount Pressure

How Evora Global accelerated growth with offshore teams across Romania and India.



**Learn more**

Scan to watch Evora  
Global's offshoring journey.



# The Challenge

Growth was becoming unsustainable.

Evora Global's rapid growth began to outpace its operational capacity. Teams were stretched and senior leaders were pulled into execution.

- Rapid growth was placing pressure on the business's core infrastructure.
- Senior managers were pulled into day-to-day operations.
- Consultants were spending time on non-client facing activities and data work.
- Funding and capacity to deliver the expanding software development roadmap were limited.
- Strong competition for ESG talent in the UK made it hard to scale.

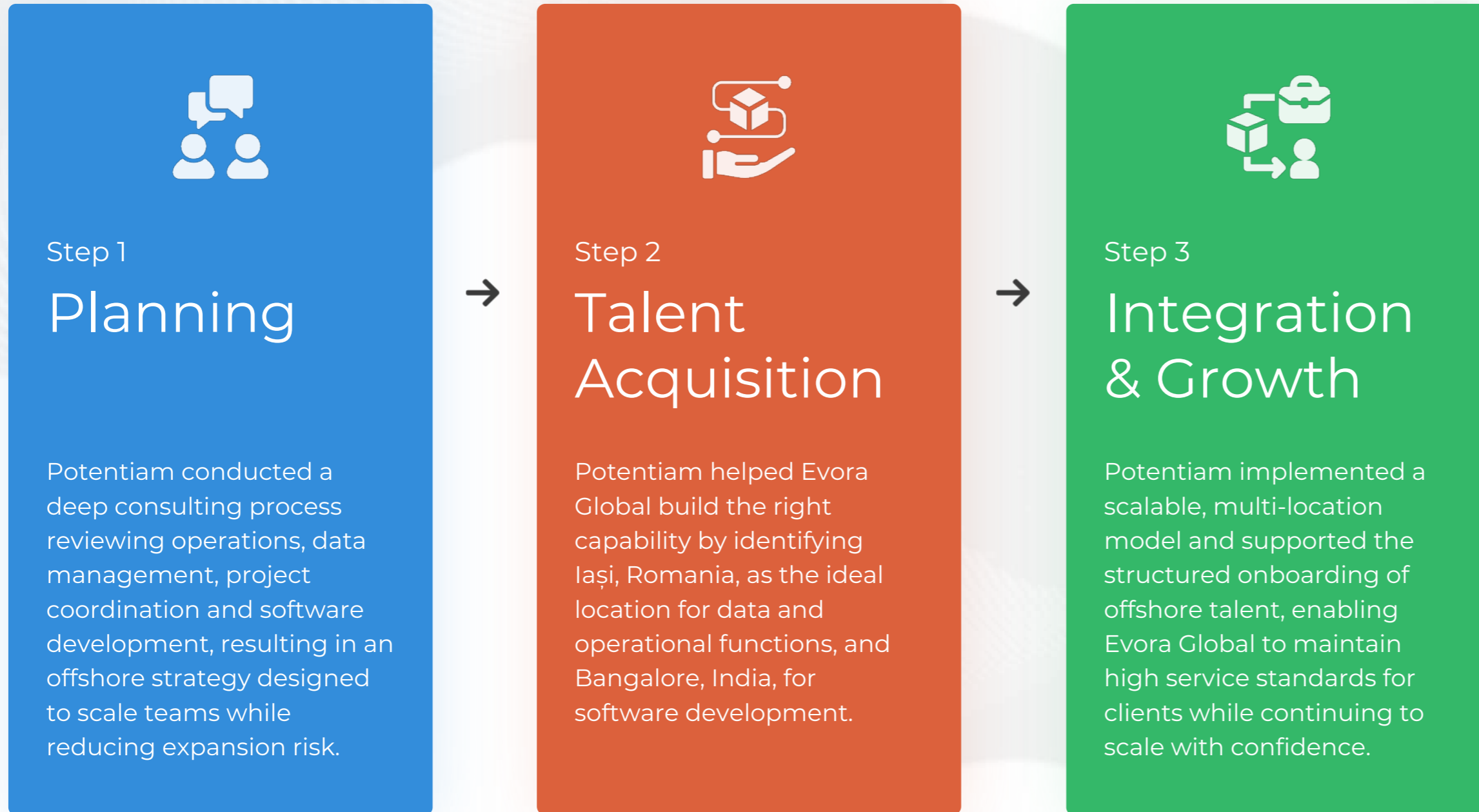
## Why change was necessary

Without intervention, scaling further would increase cost, slow delivery and dilute client value.



# The Solution

Evora Global built a scalable operating model by launching a pilot data team in Romania, expanding data capabilities and introducing software development in India to form a fully integrated global model.



I would say to other businesses who are thinking of offshoring, start that conversation quickly as you will be amazed at the range and depth of capability you will be able to tap into to help your business scale effectively and faster.”




**Chris Bennett**  
Founder, Evora Global


# The Results

Potential enabled Evora Global to remove a significant operational burden from its consultants by building offshore capability that improved the speed and cost efficiency of data management.


<p><b>10-12</b></p> <p>Full time roles absorbed offshore</p>	<p><b>Weeks → Days</b></p> <p>Reduced data delivery timelines</p>	<p><b>↓ Unit</b></p> <p>Lower cost for data acquisition &amp; analysis</p>
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 **Capacity**


- Workload equivalent to 10 to 12 full time roles absorbed offshore

 **Cost**

- Lower unit cost for data acquisition and analysis

 **Efficiency**

- Reduced data delivery timelines
- Faster, more consistent client delivery and service quality

 **Implementation**

- Consultants refocused on high-value work

 Offshoring had a direct impact on our bottom line. Because of the capability we built in Romania around data services, it has enabled us to manage data so much more efficiently that meant we had a much lower unit cost for acquiring data, analysing it and serving it up.”

 **Robin Morris-Weston**  
COO, Evora Global



# Why It Worked

Potential helped Evora Global build a scalable and resilient operating model designed for long-term success.

## Strategic guidance

Potential worked with Evora Global to align objectives, assess existing structures and design an operating model and business case that supported broader strategic goals.

## Strong talent

Gained access to strong analytical and software development talent aligned with Evora Global's needs, values and budget.

## Seamless setup

A well-designed implementation plan and onboarding strategy ensured there were no operational disruptions.

## Embedded model

Teams were fully integrated into Evora Global's workflows and culture, operating as a true extension of the organisation.

## Ongoing support

In-country services, including HR, recruitment and performance management, were delivered by a dedicated Potential team.



# 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.**

Book a free consultation with Potentiam.

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**EVORA**