



Case Study – IT & Software

Scaling Development Capacity Beyond a Constrained Local Talent Market

How Notora built a scalable offshore development team in India to overcome critical skills shortages in Denmark.



Learn more

Scan to read Notora's offshoring journey.



The Challenge

Notora faced a limited local talent pool, particularly at senior levels.

Competition for skilled developers increased significantly.

It became increasingly difficult to scale delivery and meet rising project demand.

- Shortage of experienced developers in the Danish market
- Difficulty hiring talent with 5–10+ years' experience
- Limited scalability due to constrained local talent pool
- Increased hiring pressure during and after COVID-19
- Growing difficulty meeting project demand and timelines

Why change was necessary

To sustain growth and meet project demand, Notora needed a scalable talent solution that reduced dependence on a constrained local market and provided access to experienced developers more efficiently.



The Solution

Potentiam partnered with Notora to design a forward-looking capability plan that addressed both immediate hiring needs and long-term scaling requirements. This enabled Notora to access global talent while maintaining control and quality.



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.”



Thomas Blak
CEO, Notora

The Results

The partnership enabled Notora to overcome local talent constraints and build a scalable offshore capability that strengthened delivery capacity and improved flexibility across the business.



Reduced local talent dependency



Increased project delivery flexibility



Improved cost efficiency



Capacity

- Expanded development capacity beyond local market limitations
- Strengthened ability to meet increasing project demand



Efficiency

- Improved flexibility in resource allocation across projects
- Enhanced ability to respond to changing workload demands
- Increased continuity in delivery through stable offshore capability



Cost

- Reduced reliance on high-cost or hard-to-secure local senior talent
- Improved cost efficiency through global talent access



Implementation

- Established a structured and scalable global delivery model
- Built long-term capability rather than short-term contractor reliance



The offshore team has become a core part of how we operate, giving us the flexibility to scale in a way we simply couldn't in the local market."



Thomas Blak
CEO, Notora



Why It Worked

Notora’s success demonstrates how a structured offshore capability model can overcome severe local talent shortages while enabling sustainable, long-term growth.

Strategic guidance

Potentiam developed a tailored capability plan aligned to Notora’s immediate hiring needs and future growth strategy, ensuring the offshore model was built for scale from the outset.

Strong talent

Bangalore provided access to a deep pool of experienced developers, enabling Notora to overcome local shortages and strengthen its engineering capability.

Seamless setup

The offshore team was fully integrated into Notora’s Danish operations, supported by local HR infrastructure to ensure smooth communication and alignment.

Embedded model

The Bangalore team operates as a direct extension of Notora’s core business, enabling shared ownership, cultural alignment and consistent delivery.

Ongoing support

Potentiam provided recruitment, HR and operational support, ensuring the model remains stable, scalable and aligned with Notora’s growth needs.



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.

Connect with us



[Potentiam](#)

info@potentiam.co.uk



www.potentiam.co.uk

+44 (0)20 3865 5600





「NOTORA」
Food & Beverage