



Case Study – SaaS

Scaling Technology While Managing Upfront Investment Pressure

How Open Energy Market delivered twice the team for the same budget by building an offshore technology team in India.



Learn more

Scan to watch Open Energy Market's offshoring journey.



The Challenge

Open Energy Market (OEM) needed to rapidly scale its technology and sales capability. They faced limited resources and significant upfront investment pressures. It was under increasing urgency to deliver services quickly in a competitive energy market.

- Significant upfront investment required in technology and sales capability
- Revenue lagging behind operational investment
- Need to accelerate software development and delivery
- Pressure to maximise limited resources efficiently
- Demand to deliver client services faster at scale

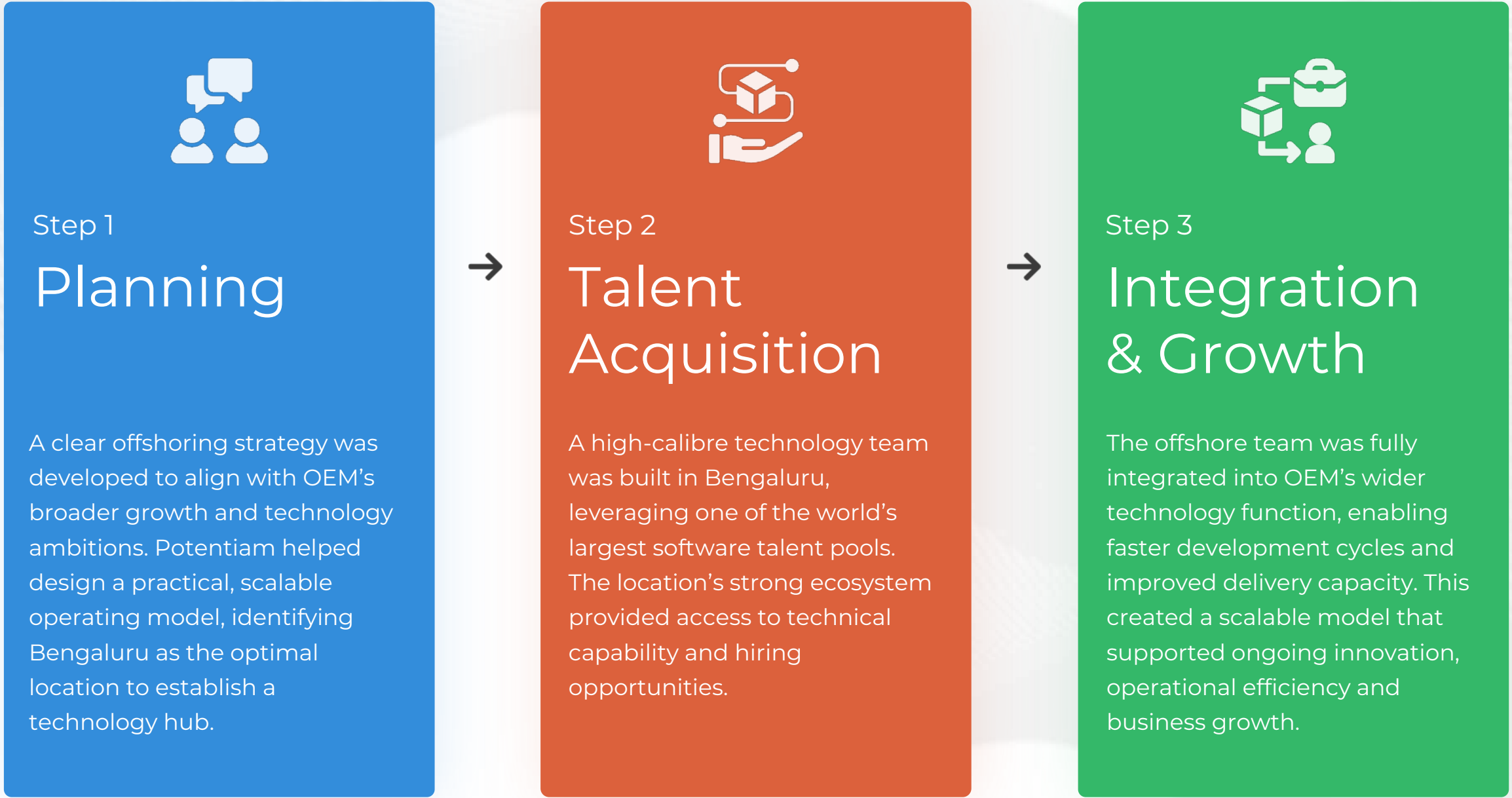
Why change was necessary

To remain competitive and support long-term growth, OEM needed a more cost-effective and scalable operating model that could accelerate delivery without increasing financial strain.



The Solution

With deep expertise in energy consultancy and a strong understanding of technology-led operating models, Potentiam helped design and execute a strategy to build a core part of OEM’s technology team in Bengaluru.



Offshoring allows Open Energy Market to really accelerate the growth in the technical development we're trying to achieve within our corporate strategy, in line with the budget restrictions that we have."



Chris Maclean
CEO, Open Energy Market

The Results

By embedding the Bengaluru team as a fully integrated part of the organisation, OEM accelerated technical development, strengthened collaboration and created a scalable foundation for revenue growth.



Accelerated development cycles



Reduced delivery friction across teams



Reduced cost-to-serve



Capacity

- Increased operational capacity by integrating offshore talent into technology function
- Scaled delivery without proportionally increasing onshore headcount



Cost

- Reduced cost-to-serve while maintaining high-quality technical output



Efficiency

- Improved collaboration across teams
- Reduced delivery friction across distributed teams
- Accelerated development cycles and time-to-market



Implementation

- Freed up internal resources to focus on higher-value activities
- Established a long-term scalable model rather than a transactional outsourcing approach



We believed that offshoring is the best way to accelerate the development aspirations that we have within our corporate strategy to ensure that we meet the demands of the business from a development point of view.”



Chris Maclean
CEO, Open Energy Market



Why It Worked

OEM's offshoring strategy delivered a transformative step-change in capability and execution, demonstrating how a well-structured offshoring model can unlock operational and commercial value.

Strategic guidance

Potentiam provided strategic guidance to design a tailored offshore model aligned to OEM's software development and sales enablement priorities, ensuring the approach supported both speed and cost efficiency.

Strong talent

OEM gained access to a deep pool of software professionals, enabling the rapid development of a high-calibre technology team. This strengthened development capacity and accelerated delivery of services to market.

Seamless setup

Dedicated offshore teams were established in Bengaluru and integrated into OEM's operating model, enabling collaboration with onshore teams and faster execution across the software development lifecycle.

Embedded model

The offshore team was embedded as a core extension of OEM's technology function rather than a standalone unit, creating shared ownership and improved alignment across teams.

Ongoing support

Potentiam provided ongoing recruitment, HR and operational support to ensure the offshore model remained scalable, stable and capable of sustained performance and growth.



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



