



Case Study

How Evora Global built a transformational team in Romania and India



Introduction to Evora Global

Evora Global provides sustainability consultancy and ESG software to the real estate sector. Evora Global advises on the strategies to deliver optimal ESG performance and energy efficient buildings.

An offshore strategy at Evora Global, shaped by Potentiam, has created a strong foundation and has served as the catalyst for accelerating growth in recent years.

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Situation

Constraints on growth: Evora Global found that as the business had grown so quickly, the essential infrastructure of the company struggled to keep pace.

- Senior managers had begun to find themselves drawn down into the more day to day operational running of the company
- Consultants were consuming too much of their capacity on operational non-client facing activities especially around data
- The funds and capacity to deliver the ever-expanding software development roadmap was very limited
- Competition for talent in the UK ESG sector was fierce leading to significant shortages of available talent

The Founder and the Evora Global management team had heard about the offshore success story behind the founders of Potentiam who had built an energy consulting business with Romanian and Indian based teams, and sold out to Accenture. They were keen to explore the benefits their model could bring to Evora Global.

“The business became like a leaning tower of Pisa. Instead of going straight up, it began to lean and the more we grew, the more we leaned,”

— Chris Bennett, Founder

Solution

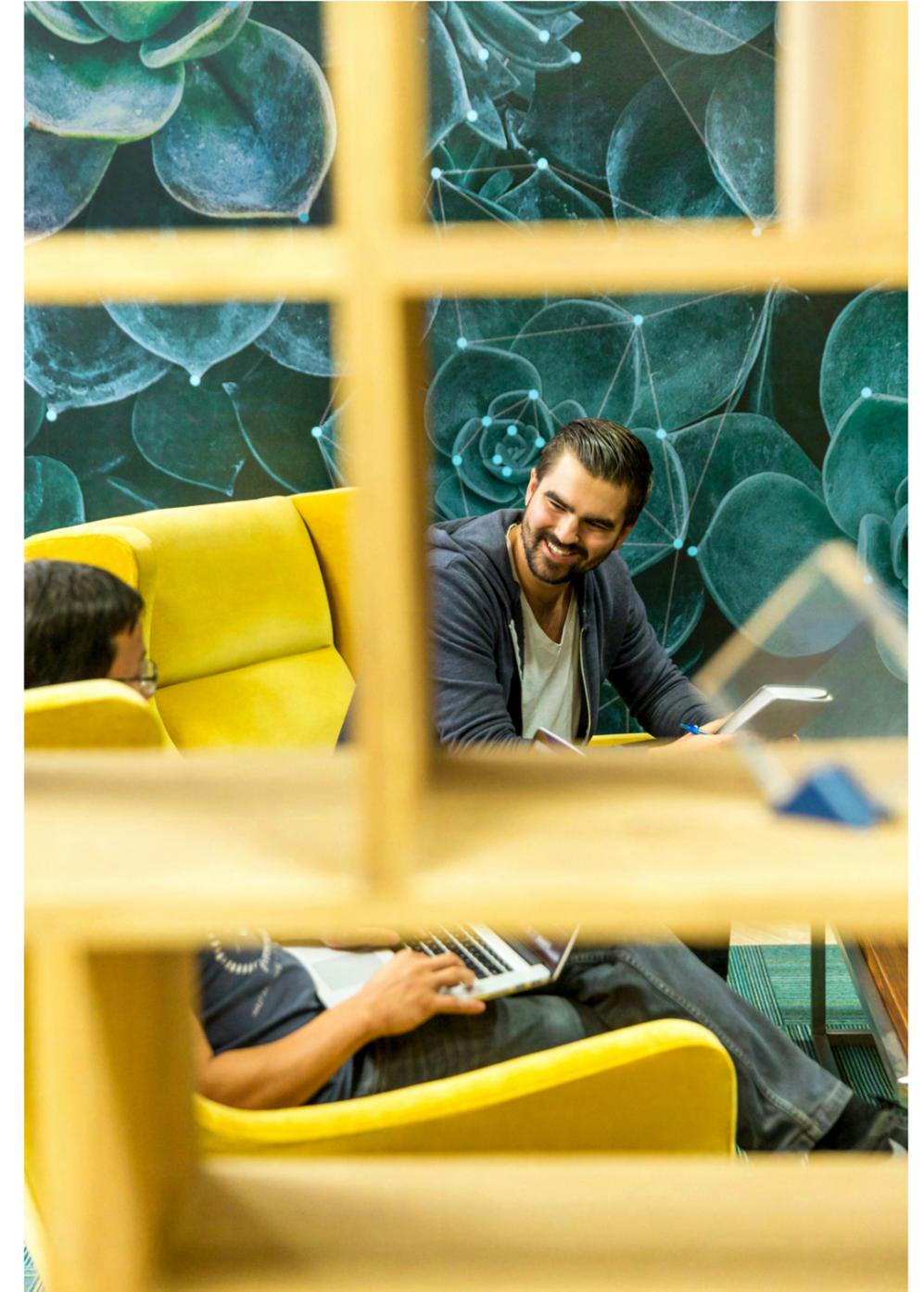
As the very first step of the offshoring process, Potentiam conducted a detailed and robust consulting process, which explored the entirety of Evora Global's current business alongside the specific 'pain points' relating to data management, project co-ordination and software development.

Potentiam then mapped out and presented to Evora Global a strategy of building capabilities in Potentiam's locations, in Iași, Romania and Bangalore, India. A programme was designed to solve the challenge of scaling their teams, as well as reducing the inevitable risks to Evora Global of expansion.

Following consultation with Evora Global, Potentiam identified its operation in Iași, Romania as the ideal fit for Evora Global to support on the data and operational side of the business and Bangalore, India to support in the software development side.

“Potentiam's location in Iași, Romania was full of very strong system-thinking capability. There were a great deal of other synergies too – the time zone, the efficiency-focused Germanic working culture that is prevalent in Romania, as well as positive and robust framework and structure which collectively all proved very alluring.”

— Robin Morris-Weston, COO



Result

The inefficient resource drain on Evora Global's consultants dissipated quickly. By using the technology capability Potentiam had built in Iași, Evora Global began to take not just days but weeks off the amount of effort to get data to its clients and by hiring the Romanian team, saving 12 full-time employees work in a few of its essential programmes.

Building the offshore team directly impacted the bottom line as it has allowed Evora Global to manage data more efficiently, at a lower unit cost for acquiring and analysing data. In addition, the new Romanian team has meant that their higher-value consultants have been able to focus once more on higher-value work.



The top benefits Potentiam has brought to Evora Global are:

- Providing strategic growth advisory to the entire business
- Making the whole offshoring process seamless and easy
- Fulfilling the role as HR partner to hire and bringing on board new offshore staff talent
- Enabling Evora Global to deliver to its clients consistently at a very high standard while maintaining continued expansion

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“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. Any company can benefit from offshoring, but it needs to be done properly and professionally to ensure the full benefits can be reaped and that’s where Potentiam comes in.”



Chris Bennett
Founder

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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