

Attenda Case Study Summary

Attenda is a UK based company in the technology infrastructure outsourcing business. While you may not be in the same business, you may share some of the same issues and concerns.

Business Issue

Attenda looked to scale their business more profitably. They had seen competition come in and start to penetrate their customer base. Upon conducting internal analysis of their organization, their local talent resources, and observations of industry behavior, Attenda felt that needed to apply a different solution to address their needs for skills, scalability, and cost structure.

Not only was lower costs and a larger talent pools important, but they also wanted to mitigate future threats from offshore industry competitors. They wanted to be on a level playing and decided to explore an offshore operation as a strategic option.

Solution

Attenda realized that not only did they need additional talent, but it was critical to retain control and continuity in the process. The company was reluctant to consider the prospect of outsourcing their core business for reasons ranging from inflexible management structures to intellectual property management risks.

Attenda found outsourcing to be an incompatible for them to retain specialist technical experts. Due to the critical nature of their business, they had an interest in maintaining team continuity and retention of their technical experts trained offshore. It was felt that an outsourcer would not be able to guarantee retention of team members over the longer term, thereby potentially threatening productivity.

"We didn't want to give a long term offshore competitor the opportunity to learn from us about our processes and client base, hence a captive operation was the best option for us." - **Mark Fowle, CEO**
- Attenda

Attenda chose to leverage a unique Hybrid Captive model to create an offshore team that they could control and maintain, without having the risk of starting a subsidiary in an unknown country.

Attenda's story is not unique. They are one of over 30 companies to successfully "leverage globally" using the Quickstart Global model.

Getting the Facts

This may sound interesting, but you may be a bit skeptical as well. That is understandable. If you have similar concerns and want to get more facts, simply send an e-mail to info@erasethelines.com and we will send you additional case studies and information.