



MERIT

part of Dods Group

# MITIGATING RESOURCING CHALLENGES WITH OFFSHORE TECH TALENT

# The Client

- A global B2B media business, with £415 million turnover, providing specialist information, data and analytics
- The client owns a wide portfolio of market-leading brands and products, active across a variety of sectors including fashion, ecommerce, retail, environment, construction and political intelligence
- The client's products and platforms are built using a diverse range of technology, selected to meet each product's unique requirements



# The Challenge

- Frequent product updates, often requiring complete rebuilds, as a result of constantly evolving product visions that require scaling up or dialling down teams at short notice
- Paucity of relevant tech resources, to keep pace with such changing needs especially in emerging technologies, in the UK
- Tight deployment and development timelines leaving little room for recruitment and onboarding of new resources, or the up skilling of existing resources
- Geographically dispersed delivery teams struggled to work seamlessly as a cohesive unit

# The Solution

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## Resourcing Model

A flexible resourcing model for meeting peaks and troughs with shorter lead time for deployments Teams

Provision of various levels of resources (Developers, QA, BA, PMs) on a diverse range of tech (including emerging technologies) that are not just technically superior but capable resources with good communication skills

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## Structure

A unique deployment model of offshore resources working onsite for 2-3 months that helped create unified teams that worked as a well-oiled machine

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## Experience

Merit supplied experienced and knowledgeable resources that were able to work with different stakeholder levels in dynamic environments independently, while meeting the fast-changing requirements

# The Result

↓50%

Reduction in resource deployment lead time

↓50%

Reduction in time on SLA-driven performance management



Seamless team interactions increased due to initial onsite deployment

↓75%

Reduction in BAU support costs

# About Us

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Merit is one of the leading data solutions providers, specialising in harvesting, aggregating and transforming data. We power some of the world's most trusted B2B data products.

# Our Approach

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Our unique approach includes a highly bespoke service for each client, combining tech solutions and manual expertise. We collaborate with clients' in-house teams, creating long-term partnerships to deliver highly valuable data. Merit's home-grown data and technology solutions require minimal or no domain expertise to set up and deploy, making our offering truly industry agnostic.

The logo consists of the word "MERIT" in a bold, uppercase, sans-serif font, centered within a white rectangular box with a thin black border. The background of the slide is a blurred image of a modern office interior with a grid ceiling and colorful bokeh lights.

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