



# A Case Study on our client Digital Infrastructure



## OUR CLIENT: DIGITAL INFRASTRUCTURE:

Digital Infrastructure Ltd own and provide wholesale Fibre to the Premises (FTTP) service. Our contract with Openreach allows us to deploy our fibre network within existing infrastructures across the UK, where Internet Service Providers then supply internet connections directly to consumers.

## MAIN CONTACTS:

Carlos Bock (Chairman)

[www.digitalinfra.co.uk](http://www.digitalinfra.co.uk)

## CURRENT POSITION

- 1 Growing a lean finance team as a management team Digital Infrastructure had experienced the issues and lack of accountability in large corporate organisations which meant that as the organisations grow, then typically the number of people and the Cost To Employ (CTE) grows exponentially and the management team find they are frustrated as objectives / financial targets are not met as expected linearly in line with the growth in people. The DI team wanted to do this differently and start and grow lean with skilled and competent talent hired with CTEs 40 - 60% lower overseas in Malawi and Ghana.
- 2 Retention challenges occur in the UK as the quality talent that is available typical will be in the role for a few years before leaving to attract a higher salary / different experience and often moving into different fields that is viewed as more exciting within the UK. Retaining the top finance talent in the UK is challenging. The strategy here is to build a talent team offshore that has less attractive options locally and is highly motivated to grow and get exposure over a longer term with an international company.
- 3 High Salaries are attracted in the UK for finance roles typically the CTE is £20,000-30,000 for entry level roles, £45-55k for a qualified finance professional, £60-£80k for a manager and upwards. These roles all typically attract a recruitment fees from a specialist company at 15-25% of the salary. Overseas all of these skill sets can be found and retained.
- 4 Transactional roles offshored from the inception of the company with a business admin and virtual assistant hired and their inclusion in the company normalised from the beginning.

## CRITICAL GOALS

- ▶ **Access to large pool of talent**  
Digital Infrastructure wanted a partner overseas with a large network that can bring a lot of talent to our business.
- ▶ **Reduce Cost To Employ (CTE)**  
Each employee hired offshore can typical achieve savings between 30-70% of the CTE of customer service salary costs each year. For this client we achieved a 40% saving annually on the first three roles and we expect going forward to be able to bring this down to 70% now that the set up costs of the business are complete.
- ▶ **Reduce Cost To Hire**  
Through working with Outple, Digital Infrastructure have avoided recruitment fees and reduce management time consumed in lower level role interviewing, management can then focus on the strategic areas of the business.

## STATISTICS

- Project began in January 2022 with 7 individuals in employment to date.
- 0 leavers and all staff retained since inception.
- £70,000 of UK Recruitment fees avoided.
- £170,000 CTE saving (50% of onshore rates).
- 1x FP&A/Business Partner, 1x Financial Reporting Manager, 1x Bookkeeping Assistant, 1x Accounts Payable Manager, 1x Accounts Payable Assistant, 1 Procurement Manager, 1 Business Manager and 1 Virtual Assistant.
- 9 finance profiles presented for Manager level roles from big 4, banking or leading industry companies in Malawi with 2 successful candidates selected.
- 6 profiles presented for Business Manager and VA roles with 2 selected.
- 4 profiles reviewed for Accounts Payable with two selected.

## REQUIREMENTS AND POSITIVE BUSINESS OUTCOMES

- High quality talent can successfully be implemented at managerial level in many positions, that can then effectively manage further outsourcing at junior levels, so long as this is supported by a Senior Manager, Associate Director or Director level onshore.
- Emphasise the benefits of working for an international company and be intentional and committed to those hired, it can be challenging for them to find a new role in their local market so stability of the role is a prerequisite for many overseas staff, despite the attraction of working for an international brand name.
- Full Job Descriptions and Key Competencies Provided in Advance.
- Globalisation and remote working has increased talent pool available.

## HOW WILL WE MEASURE SUCCESS?

- Monthly SLA will be adhered to
- Client is able to train the staff, then move on and focus on scaling other areas of the business with confidence that the outsourced talent is competent to handle the role.
- Weekly and Monthly client check ins to pick up and manage any quality issues with service.
- Effective communication - no surprises.
- Strong recruitment and HR support from our team.

## CONTRACT DETAILS

- Contract Length: **Six Month rolling contract.**
- FTE Employed: **Nine Individuals**
- Total Estimated CTE saving: **£170,000 p.a.**
- Local employment taxes and contracts: **Outple responsible.**
- Staff replacement: **If the client is not happy for whatever reason we replace the staff free of charge.**
- Professional Indemnity Insurance: **Up to \$1m.**
- Payment: **Monthly in advance.**
- Fee structure: **CTE of the employee plus monthly outsourcing fee of 28% to cover overheads, insurance, risk and profit.**



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