

CASE STUDY 2025

Building **High-Performance Offshore Development Centre** (ODC) for a startup in the Energy Sector:





Highlights

- **Speed and Quality:** Scaled the engineering team rapidly without compromising on quality, driving product innovation and market readiness.
- **Collaboration & Communication:** Maintained close alignment with the startup's leadership to ensure shared goals and transparent communication.
- **Team Growth and Stability:** Built a motivated, technically skilled team with zero attrition, stabilizing operations for long-term success.
- **Strategic Extension:** Expanded services to include custom application development, supporting Fortune 500 clients and driving business growth.
- **Ongoing Partnership:** Continued as a trusted partner, adapting to the startup's evolving needs in the energy sector over 2.5 years.

Client

The Client, a US-based startup, providing **cutting-edge solutions to some of the largest Fortune-500 energy firms** in the US, having a development centre in India in its early growth phase, was looking to both expand and revamp teams in certain areas due to key challenges.

Challenge

The client **faced challenges** in attracting and retaining top-tier talent in critical areas like **data engineering, full stack development, platform engineering, SRE and DevOps, and Tariff analysis** that was required to engineer their future product, as well as to modernize their existing product to cater to their growing use-base.

Fragmented global operations created alignment issues and reduced delivery visibility

Team expansion needed cost-effective and quality hiring.

Outcome

Within just one year, Digit88 helped the startup establish a high-performing engineering team of 25 engineers, which directly contributed to their go-to-market success.

Digit88's proven model to retain core talent, coupled with a highly effective team consolidation strategy, enabled the startup to focus on its long-term product vision and roadmap. The results speak for themselves: a zero attrition rate within the engineering team, a stable and scalable development team, and the ability to execute on both new features and performance optimizations.

Strategy & Solution

The startup needed a strategic partner to consolidate their teams, rebuild, and extend their engineering capabilities in India by quality hiring, driving their team expansion program while maintaining speed, quality, and efficiency.

To address the startup's critical engineering challenges, Digit88 adopted a strategic, phased approach that focused on not just filling gaps, but on building a resilient and high-performing team that could scale with the company's long-term vision. Digit88's approach was designed to hire and onboard top talent, create sustainable growth, foster innovation, and enable the startup to build a product with high-paced go-to-market strategy.

- **Kick-starting the engagement:** Digit88 engaged the stakeholders in the key decision making process - visibility into candidates evaluation process, transparency around costs and commercials, structured processes, tools and procedures for effective hiring, involving the client's tech team in the evaluation process and in candidate engagement. A strong program management, and people engagement frameworks were set up to drive and sustain the program.
- **Foundational Team Building:** Digit88 began the engagement with an initial 2-3 members team around MERN and Big Data positions, integrating the engineers into the startup's ecosystem and culture. This initial engagement laid the foundation for future collaboration, proving our ability to deliver high-quality engineering talent quickly.
- **Strategic Scaling:** Recognizing the startup's rapid growth needs, Digit88 quickly scaled the team to 25 engineers across key disciplines such as Big Data, MERN, Java, AWS DevOps, SRE, and Tariff Analysis in a planned staggered ramp-up approach. This scaling was focused on bringing in highly specialized talent that could not only execute but also innovate in a complex, fast-paced environment, fitting well into the customer's cultural landscape.
- **Consolidation & Transition:** Digit88 strategically partnered with the startup to consolidate their existing Far East team and transition the work to India. This transition was critical in optimizing costs and performance, ensuring that the new engineering setup was aligned with both the startup's business goals and global operations.
- **Talent Retention & Alignment:** Digit88 placed a significant emphasis on retaining core talent, understanding that stability was key to success. By ensuring that engineers' aspirations were aligned with the work, Digit88 fostered a sense of ownership and motivation, leading to zero attrition within the core team. This stability not only improved team performance but also provided the startup with the confidence to focus on executing their long-term roadmap and strategic product goals.
- **Strategic Partnership for Growth:** Once the core team was in place and trust was established, we expanded our partnership to offer custom application development services to the startup's Fortune 500 clients. This step was critical in enhancing the value we provided, allowing the startup to serve its largest clients with tailored, high-quality solutions while expanding their footprint in the market.

Tools & Technologies

- **Data Engineering:** Scala, Spark, SparkSQL, Akka, Athena, Airflow, Azkaban, Postgres, Cassandra, AWS Keyspace, AWS DynamoDB, Apollo Configuration Service
- **Data Analysis:** PowerBI, Tableau, AWS Quicksight
- **Application Development:** Nodejs, Next.js, Nest.js, React.js, Java, Springboot
- **Cloud:** AWS
- **Data Science and Machine learning:** Prediction Models, Recommendation Models
- **DevOps/SRE:** Terraform, Jenkins, Chef, TerraGrunt, Cloudwatch, DataDog, AWS Opensearch, AWS CloudFormation