



Case Study

Finding a solution to operation scalability outside HQ territory

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Background

Until now, companies that wanted to scale up their employee workforce and operational teams were forced to rely on outdated hiring processes, a myriad of internal spreadsheets and siloes to leverage only internal data to make decisions — resulting in small to larger-size businesses leaning on guessing games to make some of the most important, long-lasting decisions their company might face.

Luckily, we're now living in an age where we have wider and deeper access to data than ever before — and finally, we have the outcomes-driven technology to activate that data in service of eliminating guessing games and producing successful outcomes for businesses and their customers. DXFactor, an ease-of-use digital transformation platform, emerged to help transform organizations by defining the “what” at the beginning of their digital transformation journey and then leveraging internal and external data to prioritize, identify, and deliver successful business outcomes.

One top-tier cybersecurity headquartered in the U.S. was in need of exactly this type of solution as they were making the critical business decision of choosing where they should create a new office in which they could scale their operations. The fast-growing cybersecurity company had three main problems that required a solution: 1) Grow the customer success

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management and engineering teams globally, 2) reduce the cost of these teams, and 3) better understand the employee skill sets required to facilitate the jobs' functions the most efficiently. They hired DXFactor to show them the way they could solve all three problems — and fast.

Approach

DXFactor offered its expertise on digital transformation and used its Outcomes Platform to identify that the optimal location for the company's next operational facilities. This strategy allowed a significant reduction in labor costs and an increase in productivity. Here's how they attained these results in just two months:



Data collection

DXFactor collected an extensive set of historical data of the cybersecurity company and run it through its Outcomes Platform, along with external data. The Outcomes Platform helps transform organizations by defining the “what” at the beginning of their digital transformation journey and then leveraging data to prioritize, identify, and deliver successful digital outcomes.

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The first-of-its-kind platform proposes DX solutions that are proven to generate successful business outcomes, focusing on the Customer Empathy Model: DXCapture; Customer Acquisition Prescription; Customer Churn Prescription; and Customer Empathy Prescription. The DXFactor team builds and implements the proposed Outcomes DX solutions to the client, proven to generate billions in positive business outcomes.

In this particular case, the internal data collected was enterprise risk management (ERM) data and Customer Relationship Management (CRM) data. All of this information was analyzed and benchmarked against unique external datasets from domestic & international market data with the goal of attaining otherwise impossible insights that could forecast accurate outcomes on available labor skills and salary ranges.



Use of deep learning methodology

Based on this information, DXFactor configured a train model capable of identifying the right market for the cybersecurity company set up new operations. This model considered various locations where offshore models were very popular, like the Philippines, India, Pakistan and South America.

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With the purpose of identifying which human resources skills that were available in this market, this method allowed accurate results on skills available, prices and longevity of the resources that would have been impossible to attain without the use of this methodology and technology.

Results

Thanks to the Outcomes Platform and its transformed data, DXFactor was able to unearth previously unattainable insights which generated a number of successful outcomes in a very short period of time. In just less than 60 days, the cybersecurity company opened a new office in Bangalore, India with a new team of 20 workers. This successful outcome was determined specifically by the Outcomes Platform, which, with its depth of data and deep learning methodology, was able to identify the optimal location, job skills and resources for the cybersecurity company.

The Outcomes Platform generated several successful outcomes for the client, including:

- \$500,000 USD of cost savings.
- \$30,000 annual savings in perpetuity
- Reduced the hiring cycle from 90 days to 45 days
- Increased on the productivity and the efficiency of the team by 50%

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Takeaways

Using the DXFactor Outcomes Platform, the cybersecurity company was able to identify the optimal mix of resources, skills, metrics, locations, and more in order to find the perfect location in which to scale their business with success.

Choosing the right location in which to scale their operations saved the cybersecurity company hundreds of thousands of dollars in cost-savings, cut hiring cycles in half, increases in talent pools, and doubled efficiency and productivity — thanks to the understanding of what the optimal mix of resources was for the business to thrive.

Just like it helped this cybersecurity company to scale its operations quickly and successfully, DXFactor is empowering enterprises, startups, and founders with Outcomes Driven Digital Transformation by helping companies in all industries build and implement DX solutions recommended by its one-of-a-kind Outcomes Platform. The outcomes your business is looking for can be achieved — all you need to do is use DXFactor's Outcomes Platform to get there.



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