FDM

Leading retailer cuts contractor cost by 35% with in-house software engineering

Custom upskilling in Android, iOS, and Microsoft Power Platform leads to cohesive digital strategy

Introduction

Industry lead reinforced

A global coffee franchise with over 3800 stores worldwide, aimed to deliver exceptional customer experiences and stay ahead of the competition through continuous innovation.

Struggling to scale their internal technology capability in a competitive market, the client relied on costly external contractors. FDM was able to create a sustainable solution by providing expertly trained people, introducing mentorship opportunities, and encouraging promotion from within.

Through our efforts, the company built a strong pipeline of skilled consultants, grew their in-house capabilities, and reinforced their position as an industry leader.

Five-year
talent pipeline partnership

35%
cost saving on external contractors

100%
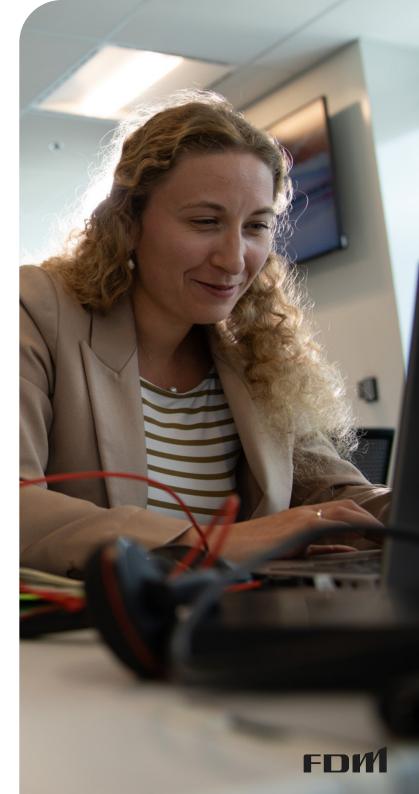conversion of initial cohort to permanent

FDM

🔍 Discover

Understanding the challenge

While transitioning to a new parent company, the client consulted with FDM to assess their needs. Previously reliant on shared resources, the client needed to build a new team from the ground up to stay competitive.

To retain their position as market leaders they faced two major challenges.

They needed to keep pace with technology while expanding their portfolio across various new platforms. In addition, existing programmes needed changes and upgrades in parallel including their category-leading loyalty app, click and collect app, global web platform, and digital payments.

Another challenge was their heavy reliance on expensive contract resources. They approached FDM to improve in-house capability, particularly in senior-level Project Managers and Technical Business Analysts as well as Developers and Automation Testers —all of which FDM could provide.

FDM

☑ Design

Tailored talent upgrades tech portfolio

FDM initially proved their value by delivering success on smaller projects, by way of a forward-thinking services model. FDM's blended teams of multi-level talent could mitigate challenges the client faced in recruiting, upskilling and retaining professionals in a competitive market, reducing their reliance on contract resources.

Working with the client, a plan was designed to upskill small groups of assigned consultants in technologies such as Android, iOS, and Microsoft Power Platform to support their digital agenda.

With the right people in place, they could now work on upgrading all the separate areas of their portfolio for a cohesive and effective digital strategy.

"
As the pace of technology and expectations of our global business continually increases, FDM helps to future-proof our delivery capabilities in a competitive and shifting market. FDM helps build a diverse pipeline of talent that's critical in small teams like ours. Having a flexible junior model with FDM helps us find and retain the right team members for the future.

Head of Technology
Engineering and Architecture

FDM

⚖ Deliver

Costs saved, talent retained

FDM partnered with the client from 2019, delivering a steady stream of high-calibre, geographically flexible talent to meet their evolving business needs.

Over three years, FDM provided 35 consultants, pre-skilled in specific business areas, **enabling immediate impact and significantly reducing the client's reliance on costly contractors with a saving of 35%.**

In-house technical capability gave the client more financial control over their programmes and ensured a greater level of knowledge retention within the business. FDM Consultants were deployed across various business programmes, including Loyalty Services, Digital, Enterprise Solutions, and Store Solutions. Responsibilities ranged from a QR code rollout to development of Magento capabilities in their online shop.

FDM Consultants' roles and contributions:

- PHP Developer – Created new automated menu upload method, reducing two-hour process to four minutes
- Developer in Test – Supported the global launch of 10+ new websites
- Digital Programme Analyst – Migrated all cloud systems to a new domain on Microsoft Azure
- Technical Project Manager – Upgraded loyalty app's COVID capability for contactless ordering
- PMO Analyst – Built new Statement of Requirements process reducing time from three months to one

Thanks to client engagement throughout the coaching and selection process, and their dedication, all the initial cohort of 16 consultants successfully transitioned to permanent roles with the client.

FDM

Powering the people
behind tech and innovation

FDM

Ready to transform your organisation?

We can create tailored solutions to meet your unique organisational needs.

Book a Discovery Session