



**Spark.**

**Team as a Service**

**true business enablement**



With Spark, your team becomes smarter, more adaptable, and as a leader you maximise your existing resources to the fullest.

The rules for success are shifting, and fast. If the past year has taught us anything; technological and social change is becoming more and more challenging for businesses to keep up with. Several rapid-growth startups through global PLCs have benefited from Spark's Intelligent Skill Augmentation (ISA) solution to tackle these challenges. Simple, instant and flexible, ISA is an incredibly cost-effective solution that promises success.

ISA is not like other augmentation offerings. We do not contract people out - that's what recruitment agencies do - and that's not what most organisations need. Instead, we provide our customers with the skills required to complete their projects, develop products and scale their businesses in the most time-efficient and cost effective way.

So, when's a good time to consider Spark ISA? Well, for most growing businesses, probably now.

**HERE ARE SOME EXAMPLES YOU MIGHT RELATE TO:**

- Growth acceleration
- Short-term needs
- Specialisation and expertise
- Enhance Your Skills

Our skills and resources become yours, operating to your systems, procedures, and culture without the cost, risk, and time associated with creating, developing, and managing an in-house team.

Benefit from a fixed monthly price for when you need expertise and capacity. With Spark's ISA solution, the skills we provide know your business goals and their importance while aligning with your organisational values and corporate culture. They get why you're doing what you're doing, and they are keen to participate in the product mission with an attitude of one team, one process.

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## CUSTOMER SNAPSHOT

# 01

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A multinational's business strategy was to build a data science function with an immediate focus on improving their customer engagement using data modelling and prediction. Critical to their approach was time to market and the cost of recruitment.

This organisation does not have a reputation for technologists; therefore, they struggle to attract skills and talent. After a lengthy recruitment campaign, they were unsuccessful in progressing any candidates to interview.

Spark ISA provided two critical resources (Data Engineer, Data Scientist) that possessed the skills needed to address the customer's challenges. In addition, because of ISA effectiveness, the customer had near immediate access to data cloud architecture, data analysis, and Python data engineering skills that set them on a course for success.

### FEATURE & BENEFIT:

Flexibility, significant cost-savings and ability to scale as needed.

- Immediate access to otherwise unavailable specialised skills
- Expertise skills when needed part-time, saving the cost of recruiting a team member and taking otherwise unavailable time to source and onboard.
- In a matter of weeks, defined success for the newly formed data science function. This would have taken months through traditional approaches.
- Set the foundation of employer branding across the customer's local tech ecosystem

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## CUSTOMER SNAPSHOT

# 02

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Leading up to their series A investment round, this startup needed to rapidly finish their mobile app that would ultimately become their competitive differentiator.

The customer already had a highly skilled team comprised of a Product Manager, UX Designer, and backend and frontend engineers. But with their investment round approaching, they had an extremely tight timeframe and needed access to several skills at short notice.

ISA provided them with frontend and QA engineering skills in less than a week, and because of how integral ISA would be to their needs, Spark assured cognitive alignment between the customer and our skilled resources.

### REALISED BENEFIT:

- ISA afforded this customer a more attractive value to cost ratio than if they went to the market for skills and resources.
- ISA removed the time to acquire skills, reducing it from five weeks to under one week, saving the customer €29,000
- ISA's Quality Assurance skills were accessible to the customer when needed, resulting in an additional savings of €24,000 over three months.