



Scaling

Crossing the chasm from a minimal viable (MVP) product to a scaled service is challenging for organisations of any size. As a business transitions from startup to scale-up, key investments into technology, process optimisations, talent and organisation structure play a pivotal role in this progression.

Initial product development efforts often require redesign to improve quality, stability, supportability and cost. Additional, customer onboarding and related manual processes demand a level of attention that seeks to distract from developing long-term operational margin and focus on critical business growth areas.

Scaling is no easy task while driving revenue growth, building organisation and product capabilities and developing wider market presence. By leveraging FractalWorks knowledge and experience on best-practices on scaling digital services, from ideation through to implementation, we are here to help you accelerate towards your next phase of growth.

*Augmenting existing in-house capabilities with **FractalWorks** expertise in working with, and for, some of the world's leading organisations, **FractalWorks** can provide coaching and input to further develop competencies in both commercial and technology contexts.*

Operations at scale

Evolve development practices to embrace agile delivery, test driven development and DevOps culture to develop and deploy new product features and capabilities at high cadence, confidently (e.g. Google's Site Reliability Engineering principles)

Advise on process optimisation to improve operating margin through the standardisation and automation of both existing and new processes to direct organisation effort towards business growth objectives (e.g. customer on-boarding processes, invoicing, workflow management etc.)

Advise on best-practice for business continuity processes to protect your business from technology and environment failure (e.g. leverage cloud architecture and services to build performant and reliable application platforms)

Organisational engagement

Adapt the technology organisation for sustained growth by supporting the hiring process for critical roles, structuring teams based upon function and size, and establishing clear roles and responsibilities for success

Support the shift of development mindsets from a startup "move fast & break things" approach to a scaleup "build, test, deploy and iterate" model through the use of development best practices

Guidance on the development of consistent single customer view to support omnichannel engagement and organisational adaptability

Encourage a culture of innovation that embraces risk to seek competitive advantage through managed experimentations, testing and pilots

FractalWorks world-class experience, local knowledge
Inspiring a culture of data driven business insights