

Digital Transformation Case Study:

develop & Diageo.

Engineering Your Growth.



develop.
Engineering Your Growth

DIAGEO

Agenda.

- Executive Summary.
- develop Overview.
- develop & Diageo.
- Diageo's Key Challenges.
- Solutions Provided by develop.
- Key Learns & Findings.
- What Diageo Say.

Executive Summary.

This case study showcases Diageo, the world's largest manufacturer of premium alcoholic beverages (including Guinness, Johnny Walker and Smirnoff) and their partnership with develop, a leading software engineering recruitment partner.

- Diageo engaged develop as a scaling partner to deliver their Global Website Transformation (WT) Programme. develop. successfully deployed over **50 resources** in under **6 months**.
- The resources provided delivery of **WT** including all project deliverables and their interdependencies.
- The resources brought **expertise** in Website Digital Transformation and Migration.
- In working with develop to scale these teams, Diageo have been able to significantly **reduce overall project costs** while **improving the quality resource**.
- develop took full ownership of **onboarding, compliance and IR35 liability**.
- Global WT Programme cost reduced by over **£1M per Financial Year**.
- develop **reduced** the time to hire to **4 days**.
- develop supported a further **3 Workstreams** (Malts.com, The Bar & Brand Homes).

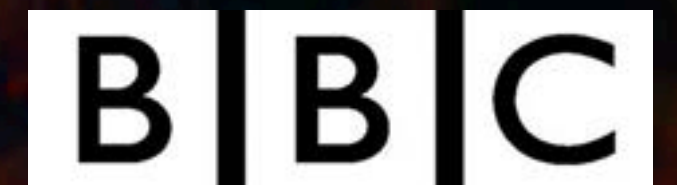


develop Overview.

- ▶ We partner with the world's most innovative businesses to deliver **digital transformation programmes**.
- ▶ We are a leading contributor to the **software engineering** community and a disruptive technology recruitment business.
- ▶ Our teams are talented, our processes are sophisticated, and we have **genuine first-mover USPs**.
- ▶ Our Consultants **learn to code** in the language they recruit – designed to facilitate **deeper technical conversations** and proven to **reduce time to hire**.

Our Partners.

SAMSUNG



capita next

develop & Diageo.

- develop were engaged as a delivery partner on Diageo's **Global WT program**.
- The Global Website Transformation Programmed re-platformed **circa 200 sites** across the whole brand portfolio.
- Diageo needed to quickly scale up **6 teams** in the UK and the US, in order to meet project deadlines.
- develop deployed strategic hires including **Technical & Programme Leads**, followed by **Project Managers, Business Analysts, Scrum Masters, Engineers and Testers**.
- develop replaced partners who lacked accountability and ownership of brand management.
- Diageo's partnership with develop enabled them to **scale quickly** and **reduce overall programme costs** while maintaining the **high calibre of resource**.



Diageo's Key Challenges.

- Multiple partners providing poor quality resource at a high cost base.
- Lack of ownership and accountability from partners.
- Time lost interviewing under-qualified and expensive resources.
- Unable to scale teams quickly to meet deadlines.
- Project programme cost exceeded the budget.



Solutions provided by develop.

- Over **50** contract resources deployed in **6 months**.
- Global Website Transformation programme cost reduced by over **£1M.** per Financial Year.
- Time to hire reduced to **4 business days** from resource brief.
- Onboarding, Compliance and IR35 owned by develop.
- develop's team successfully launched websites of **multiple** global beverage brands including Guinness and Johnnie Walker.
- Supported **multiple** workstreams (malts.com, The Bar and Brand Homes).



Key Learns & Findings.



Cost savings realised:
£1M



Scaled 6 teams in a 6
month period.



Time to onboard resource
reduced significantly.

What Diageo Say.

I'm thrilled to express my gratitude for the exceptional services provided by develop. Highly recommended, they not only met but exceeded my expectations in delivering quality resources in record time.

develop demonstrated remarkable efficiency and professionalism throughout the process. Their swift turnaround in presenting high-calibre candidates showcased their commitment to meeting our specific needs.

The team's understanding of our requirements and their ability to match candidates to our company culture made the entire experience seamless. Communication was clear and consistent, keeping us informed at every step and ensuring our feedback was valued.

I wholeheartedly recommend develop for their outstanding service. Their dedication to delivering quality resources quickly has had a significant impact on our team's success.

Mitul Patel – Programme Director

To learn more about a partnership with **develop**, please contact us.



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Call us

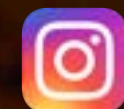
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