

Reshaping the Future of Inclusive Finance

"This new office reflects our shared values of innovation and excellence. It's more than just a workspace—it's the foundation for the next chapter of growth and success for our team and customers. I'm grateful for the partnership and inspired by what lies ahead."

83
%

Contractor cost savings

\$0

No upfront costs required to establish GCC operations

65
%

Quality of work boosted through GCC solution

The Customer

Elevate is a Texas-based, mid-market, financial solutions provider leading the nation with innovative, tech-driven credit solutions with a goal to redefine financial services for non-prime consumers. By leveraging advanced data analytics and machine learning, they deliver responsible and accessible financial products that empower millions. Elevate seeks to accelerate innovation to shape the future of inclusive finance while differentiating themselves in the marketplace, and to scale services by expanding bank partnerships to enable company growth.

The Problem

After leveraging a strong Eastern Europe outsourcing strategy producing high-quality, tenured talent, Elevate reevaluated its model following cost pressures and a broader strategic shift. Leadership sought a more scalable, cost-effective approach while building a team fully aligned with Elevate's culture and values. With interest in India's large talent market, Elevate chose to establish its own GCC but lacked experience in local setup, including recruiting, facilities, and regulatory requirements – leading them to evaluate a few strategic partners before honing in on SMC.

The Solution

Using SMC's proven 3-year BOT model framework and proprietary GCC playbook, SMC partnered with Elevate to stand-up a GCC. A comprehensive resource roadmap and tiered pricing model was strategically designed to reduce contractor expenses while improving quality and speed of delivery. The SMC team hired-to-fit talent for Elevate Global into specific technical capabilities, and in turn reduced contractor costs by over 83%, which helped the organization meet savings goals across all of IT.

In the first year, Elevate Global established a strong foundation in the areas of Application development, Infrastructure, Technical Operations, Automation, Data Engineering & Analytics and Access Management by recruiting top, high-tech talent. Currently in year two, the focus is expanding into the adoption of Data Science and Predictive Analytics, Mobile Applications for building, kickstarting the Customer Solutions team, and growing Elevate's business and maturing DevOps areas for increasing agility. Year three will be focused on spreading the capability areas to Enterprise Data & Analytics, DevOps and business services support including HR and Finance.

Within a short period, Elevate Global built a strong, collaborative relationship with their US stakeholders and began to make their impact on business outcomes by leveraging cutting edge technology tools and processes. SMC designed and built a spacious, branded office environment that fostered daily

collaboration. Located in Bhartiya City, India, the new office encompasses approximately 14,391 sq. ft. and is designed to support 144 employees. This state-of-the-art space, exuding the same brand identity as Elevate's US offices, helped the GCC build a "one-team" culture. As employee growth and development are at the heart of Elevate's mission, the GCC provides team members with opportunities to enhance their skills, gain exposure to advanced technologies, and support continuous learning. This dedicated workspace and employee development programs has improved quality of work by 65%.

Elevate Global was created using an all-inclusive cost structure covering network hardware, laptops, office space, and a full support team for recruiting, HR, finance, and IT—ensuring complete transparency with no hidden costs. Elevate's strategic collaboration with SMC continues to drive significant advancements in technology, product development, and employee engagement, solidifying our client's position as a leader in innovation.

This successful mid-market GCC showcases how effective building a global team can be for mid-market companies. Elevate Global has integrated seamlessly with the organization, working as one unit with their US counterparts - with one goal and one mindset.