

# Start Small, Scale Fast

“Our Global Capability Center has evolved into a key strategic asset. It offers us scalability, resilience, and ongoing innovation. By integrating top-tier global talent with unified operating models, the GCC enhances our capacity, expedites delivery, and ensures DigiKey consistently excels for our customers. This is much more than a support center; it's a powerful multiplier for our business.”

**289** Headcount after GCC's 3-year build timeframe

**30 DAYS** Rapidly recruited initial scrum team within 30 days of SOW signing

**30,274 SQ. FT.** Custom, branded workspace

## The Customer

DigiKey is a leading global distributor of electronic components and automation products, serving engineers, designers, and manufacturers worldwide. Headquartered in Thief River Falls, Minnesota, DigiKey offers millions of products from top manufacturers, providing fast shipping, extensive inventory, and robust online tools to support design, prototyping, and production. DigiKey is known for its exceptional customer service and commitment to innovation in the electronics industry.

## The Problem

This global eCommerce player, the “Amazon of electronic parts,” experienced unprecedented growth, leaving them hungry for tech and business operations talent. However, existing IT services partners provided contractor staffing at a high cost. Additionally, DigiKey sought to improve talent retention, quality of work, and level of IP protection that came with their existing contractor model. More than ever before, there was a compelling need to not only consolidate their workforce strategy and optimize costs, but also to streamline and align processes with industry best practices to support eCommerce growth and modernization.

## The Solution

After evaluating many offshore locations in Latin America and Eastern Europe, DigiKey enlisted SMC Squared to guide their global talent strategy. SMC pinpointed Bangalore, India as the location with the best talent match and opportunity to scale. SMC hit the ground running, rapidly establishing a high-performing scrum team of 8 within 30 days of SOW signing, operating from SMC's shared workspace for seamless oversight and collaboration. The pilot proof of concept delivered immediate, measurable value and demonstrated the GCC's capability to drive fast, high-quality results within its first year. As a result of the rapid, success, DigiKey decided to pursue a full GCC team for technology and business services.

To anchor the GCC team, SMC built a fully branded, dynamic workspace in Bangalore, India. This 30,274 sq.ft. workspace was built with scalability and future-proof space planning in mind, to support growth, new hires, and evolving business needs. Modern infrastructure and technology, collaborative and flexible designs, and high quality employee amenities created not only an effective but a desirable place to work – further enhancing the GCC's recruiting efforts and overall retention.

Building on the success of the pilot, Year 2 focused on strategically growing the team, broadening capabilities, and embedding standardized processes to support sustainable, high-quality delivery. The GCC modeled and operationalized key Global Business Services functions—including

Finance Operations, Supplier Operations, Product Data Management, and Quoting by designing integrated operating models and building KPI frameworks that improved process visibility, data integrity, cycle-time performance, compliance, and overall service excellence across the enterprise. SMC efficiently recruited and onboarded core business operations teams, ramping up to 126 employees within 18 months.

In Year 3, the GCC matured into a fully optimized, strategically aligned operation, establishing Centers of Excellence to drive deep domain expertise and innovation. Governance, KPIs, and reporting mechanisms were formalized to ensure consistent high performance, while processes and talent frameworks were institutionalized to sustain growth. By embedding best practices and measurable outcomes, the GCC became the trusted, long-term talent and innovation strategy, delivering maximum value to the business.

The GCC's transition of ownership from SMC to DigiKey in November 2025 was made successful by a strong, collaborative partnership and disciplined governance. Spanning 11 months, this process covered legal entity setup, procurement, contract management, finance, payroll, and HR – maintaining compliance and operational readiness. This well-orchestrated, collaborative approach preserved institutional knowledge, delivered immediate impact, and positioned the GCC for scalable growth and long-term strategic success.

Scale your output, today.



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