2026 CFO's Ultimate Guide to Offshoring Teams for Accounting & Finance Functions

Optimise costs. Improve financial efficiency. Invest in growth.

Build a high-performing accounting and finance function that strengthens financial operations, lowers costs, improves margin efficiency and supports sustainable business growth.

Potentiam

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Introduction

The New Growth Advantage

In today's business environment, finance teams are expected to be both operationally efficient and strategically valuable. Beyond transaction processing, they are expected to deliver accurate reporting, improve forecasting, provide performance analysis and drive strategic insight to support business growth, all while navigating increasing regulatory requirements, evolving technologies and growing expectations from leadership teams.

For many businesses, this creates a need for additional finance capacity; however, local hiring is competitive and expensive, finance teams are stretched across multiple priorities and investment capital is often tied up in operational headcount rather than growth initiatives.

To grow efficiently, businesses need finance operations that can scale without simply adding cost. They need access to skilled talent and the flexibility to increase capacity while maintaining accuracy, compliance and control.

Offshoring offers a smarter way to build capacity while maintaining the quality and control expected of an in-house team. Whether you're considering offshoring for the first time or looking to expand your existing team, this guide will help you understand how global talent can strengthen your finance function and support sustainable business growth.

Key Challenges Facing Finance Leaders

Finance leaders are facing multiple structural pressures. They must balance increasing regulatory requirements, evolving technology and day-to-day financial operations while delivering the insight, forecasting and financial control that enable business growth.

1 Rising operating costs

Rising operating costs are forcing finance leaders to control spending and preserve cash by improving productivity rather than increasing headcount, placing greater pressure on existing teams to manage growing workloads.

2 Scarce finance talent

The industry continues to face a shortage of qualified accounting and finance professionals, making recruitment slower, more competitive and more expensive.

3 Expanding strategic responsibilities

Finance leaders are expected to drive business transformation, improve forecasting and deliver strategic insight across the organisation without increasing headcount.

4 Increasing regulatory and tech demands

Finance teams must keep pace with evolving regulations, new accounting standards, AI and cloud-based finance platforms, while ensuring strong financial control.

5 Growing expectations with limited capacity

Businesses expect faster reporting, accurate forecasting, stronger compliance and more meaningful business insights without additional headcount.

6 Constrained growth capacity

Business growth requires finance leaders to focus on strategy. However, when they're occupied with operational work, their capacity to support growth initiatives is reduced.

Why Leading Companies are Building Offshore Finance Teams

Building an offshore finance team is no longer just a cost-saving initiative, it's a strategic way to strengthen the finance function. Rather than relying solely on local recruitment, they're adopting global talent strategies to build a finance function that can support business growth without proportionally increasing costs.

1 Access finance talent

Access qualified finance professionals to build capacity without being constrained by local talent shortages or lengthy recruitment cycles.

2 Increase capacity, not costs

Scale your finance team's capacity to support increased transactional accounting demands without proportionally increasing operating costs.

3 Strengthen financial performance

Improve reporting, streamline finance operations and provide timely insights that help leaders make better business decisions.

4 Unlock strategic capacity

Free senior finance leaders from transactional work, enabling them to focus on forecasting, business partnering and strategic initiatives that drive growth.

5 Compete more effectively

Reduce delivery costs and free capital to invest in new services, technology and business development while remaining competitive.

6 Create capacity for growth

Protect margins by reducing delivery costs and increasing operational efficiency, allowing senior finance leaders to focus on higher-value priorities that drive business growth.

Where Offshore Finance Teams Deliver the Greatest Value

Offshore finance teams deliver the greatest value when they're embedded into your existing finance function, operating as a seamless extension of your in-house department. The real value of offshore finance teams isn't simply completing finance tasks at a lower cost. It's enabling the finance function to scale alongside the business.

High-Impact Areas for Offshore Finance Teams

Transaction Processing

Build capacity for high-volume, process-driven activities that keep finance operations running efficiently.

- Accounts payable
- Accounts receivable
- Bank reconciliations
- General ledger processing
- Expense management
- Payroll administration

Financial Reporting & Compliance

Increase reporting capacity while maintaining accuracy, governance and financial control.

- Management accounts
- Month-end and year-end close
- Statutory accounts preparation
- VAT returns
- Tax support
- Fixed asset accounting

Financial Planning & Analysis

Enable local finance leaders to spend more time on insight and decision-making.

- Budgeting
- Forecasting
- Financial modelling
- Management reporting
- KPI dashboards
- Variance analysis

Finance Operations & Transformation

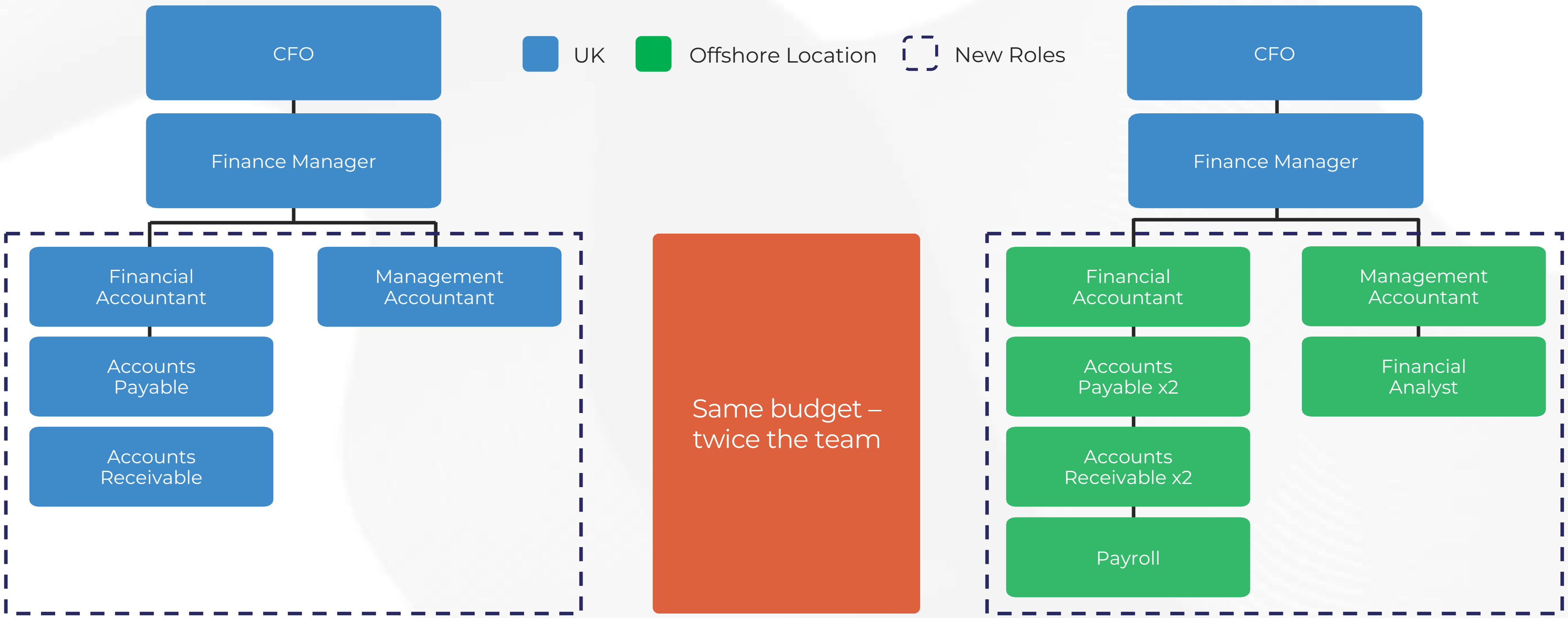
Support business growth through scalable finance operations.

- ERP support
- Master data management
- Process documentation
- Finance systems administration
- Reporting automation
- Data analysis

Building an Offshore Business Case

Offshoring transforms what your finance budget can achieve. Rather than simply reducing costs, it enables businesses to build larger, more capable finance teams that improve productivity, strengthen financial operations and free up capital to invest in growth.

UK Strategy Only	Hybrid Strategy – UK + Offshore Location



Finance leaders are under pressure to reduce costs, improve efficiency and deliver strategic value while maintaining financial control. Yet rising employment costs, talent shortages and lengthy recruitment cycles make it difficult to build the capacity needed to support business growth.

Offshoring enables businesses to scale finance operations more effectively. By accessing skilled global talent, organisations can increase capacity, improve financial efficiency and strengthen operational resilience while keeping costs under control.

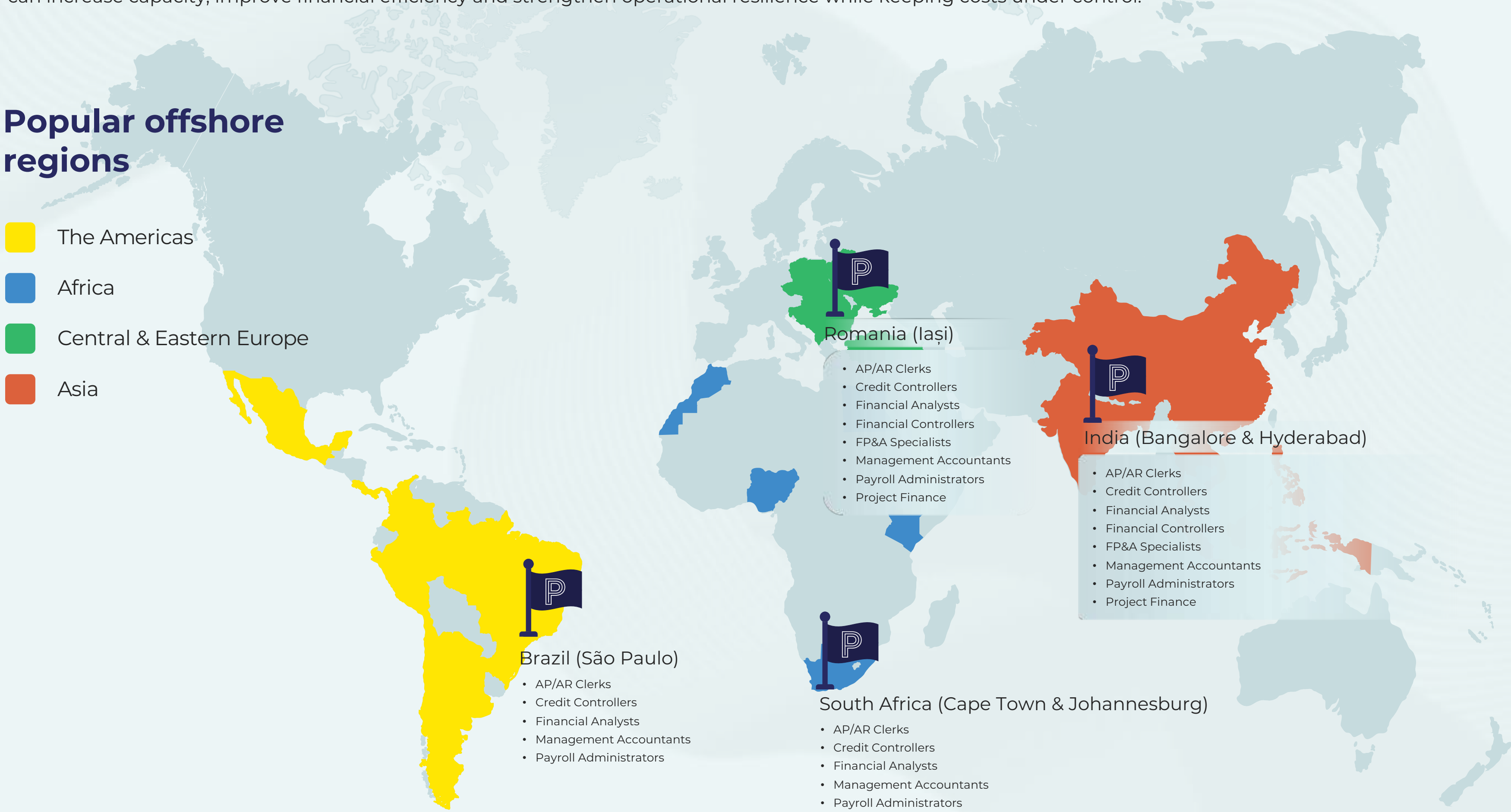
Choosing the Right Offshore Location

Selecting the right location depends on the roles you need, the level of specialisation required and how your teams need to collaborate across time zones.

	Romania	South Africa	India	Brazil
				
Potentiam Office	Iași	Cape Town & Johannesburg	Bengaluru & Hyderabad	São Paulo
Time Zone	GMT+2	GMT+2	GMT+5:30	GMT-3
Core Finance Capabilities	Financial reporting, management accounting, FP&A, tax support, multilingual shared services	Management accounting, financial reporting, accounts payable/receivable, payroll, business partnering	Transactional finance, shared services, ERP support, FP&A, financial analysis, automation	Accounts payable/receivable, financial operations, payroll, reporting support, US finance operations
Talent Profile	Highly qualified finance professionals with proficiency in GAAP and IFRS, multilingual capabilities and experience supporting European businesses	English-speaking finance professionals, familiarity with UK accounting systems and tax processes and internationally recognised accounting qualifications	Large, highly skilled finance talent pool with deep ERP expertise, process excellence and experience supporting global shared service centres	Commercially focused finance professionals with strong communication skills and growing expertise supporting North and South American businesses
Cost Efficiency	50–60% lower than UK	40–50% lower than UK	60–70% lower than UK	50–65% lower than UK
Best Suited For	When multilingual finance support, European market expertise or IFRS knowledge is a priority	When cultural alignment, UK collaboration and strong communication are critical to your finance function	When you need to scale finance operations quickly, access specialist skills or build large shared service teams	When supporting North or South American operations or requiring time-zone alignment with US teams

Recommended Roles Per Location

Offshoring functions aren't solely about cost savings; it's a strategic advantage. By leveraging skilled global talent, organisations can increase capacity, improve financial efficiency and strengthen operational resilience while keeping costs under control.



Key location factors:

- Talent specialisation
- Cultural fit
- Communication
- Time-zone advantage
- Infrastructure
- Capability maturity
- Legal & economic stability
- Scalability potential

How to Build Your Offshoring Model

Our approach to building high-performing teams combines deep expertise in offshoring, talent strategy and team integration across finance functions, enabling Potentiam to help you build teams that deliver results.

1

Vision & Business Case

Define the scope, commercial objectives, expected outcomes and build the business case for a hybrid team model.

How Potentiam supports you

We work with you to map your current sales and customer service structure, identify capability gaps, and define where a hybrid model can deliver the greatest commercial impact.

2

Target Operating Model

Design the future-state operating model, including structure, roles, responsibilities, and how onshore and offshore teams will work together.

How Potentiam supports you

We help design your hybrid operating model, ensuring roles are clearly defined, commercially aligned and integrated with your UK team.

3

Gap Analysis

Assess the gap between your current organisation and future-state model and define how the transition will take place.

How Potentiam supports you

We support you in identifying capability gaps, prioritising role deployment and shaping a practical transition plan that minimises disruption.

4

Implementation Plan

Build a phased rollout plan, prioritising roles, sequencing delivery and defining milestones for implementation.

How Potentiam supports you

We help structure the implementation plan, ensuring the right roles are deployed in the right order to maximise early impact and adoption.

5

Implement & Measure

Execute the rollout, embed teams into your organization and measure performance against commercial outcomes.

How Potentiam supports you

We ensure offshore teams are fully integrated into your systems, culture and workflows, providing performance oversight to optimise results and drive improvement.

How Potentiam Supports You

Charles Fenton
Offshore Expert

Former founder of an international energy consultancy sold to Accenture, with deep expertise in SaaS, energy analytics, risk management and renewable energy markets. Now Co-Founder of Potentiam, building high growth businesses powered by offshore teams.

James Cadwaladr
Commercial & Business Consultant

Human capital consultant with over 20 years' experience partnering with CEOs and CFOs to design finance team structures across Public Practice, commerce and industry. Brings practical expertise in building scalable teams and leveraging offshoring as a strategic talent solution to drive sustainable growth.

Callum Flynn
Process Consultant

Technology specialist with 15 years of experience designing scalable operating models that drive revenue growth, improve service performance and unlock cost efficiencies through global teams, AI and modern software practices.

The Potentiam Partnership Model

We are not a platform or BPO, nor are we recruiters, reselling talent – we're your strategic growth partner. We offer you access to world-class talent at lower costs, supported by in-country services to ensure your offshore team delivers sustained value and growth.

Relationship Director
The ultimate contact person, in charge of the strategy and managing the client relationship, growth and business performance.

Account Manager
Manages the commercial relationship, growth planning, team changes or replacements, and financial performance.

HR Business Partner (HRBP)
Based in the same location as your team, your HRBP is your eyes and ears on the ground. They focus on retention, engagement, performance, and compliance, with regular check-ins and reporting.

Offshoring Strategy Options

Offerings	Outsourcing	Direct Offshoring	Nearshoring	Employer of Record (EOR)	Freelancer	Offshore Partnership (incl HR)
Definition	A third party delivers a service using its own shared offshore resource base.	Building your own offshore hub to benefit from lower operating costs, typically requiring significant time and upfront setup costs.	Moving services to a geographically location in a similar time-zone.	Enables companies to employ staff globally without setting up a local entity.	An independent person hired on a project or contract basis, without being a full-time employee.	Using a third-party provider to legally employ staff and provide full HR support, including office and IT services.
						Potentiam Support
Cost	✗	✓	✓	✓	✓	✓
Speed	✓	✗	✗	✗	✗	✓
Flexibility	✓	✗	✗	✓	✓	✓
Control	✗	✓	✓	✗	✗	✓
Cultural fit	✗	✗	✓	✗	✗	✓
Proximity	✗	✗	✓	✓	✗	✓
Business disruption	✓	✗	✗	✗	✗	✓

Case Study: Achieving 3x Growth Through Strategic Offshoring

By building offshore capability, EnergyQuote JHA created the financial capacity to invest in technology and sales, supporting sustainable growth.

KEY RESULTS

30%
operating margin while competitors reported negative margin

£1.75m
invested annually in sales and £1.5m in technology

£750k
added to the P&L

More than
20%
improvement in productivity and efficiency

"To address these issues and take the business to new heights, we required four times the capital available. We didn't want to borrow or sell off a percentage of the business to raise funds."

Christopher Lydiard-Wilson,
Founder

The Challenge

EnergyQuote JHA needed to support rapid growth without increasing operating costs or putting pressure on cash flow. Rising UK employment costs and limited access to skilled talent made traditional hiring unsustainable, while the business also needed to invest in technology and sales to remain competitive.

The Solution

EnergyQuote JHA established an offshore capability that created additional operational capacity at a lower cost. Starting with a pilot team in Romania before expanding across multiple functions, including finance, the business built a scalable operating model that enabled growth while maintaining financial discipline.

The Impact

Over 11 years, the offshore model allowed the business to generate £21 million in cost savings, reinvest £1.75 million per year into sales and £1.5 million per year into technology, improve productivity by more than 20%, maintain 30% operating margins and ultimately build a platform that supported its acquisition by Accenture.

Learn more

Scan the code to watch EnergyQuote JHA's offshoring journey.

Case Study: Achieving 30% Revenue Growth While Maintaining Cost Efficiency

RedFin built a high-performing offshore finance team in Iași, Romania to increase capacity, improve productivity and support business growth.

KEY RESULTS

30% revenue growth

Doubled staffing capacity without increasing cost

Improved productivity and operational efficiency

The Challenge

As client demand grew, RedFin needed to scale its finance function without increasing costs or compromising service quality. Rising employment costs made traditional hiring increasingly difficult, while concerns around communication, accounting expertise and integration created hesitation around offshoring.

The Solution

Potentiam partnered with RedFin to build a dedicated finance team in Iași, Romania, providing access to qualified accounting talent. The team was embedded into RedFin's existing processes and culture, enabling it to operate as an extension of the in-house finance function, increasing capacity while protecting margins.

The Impact

By doubling its staffing capacity without increasing costs, RedFin created the additional finance capacity needed for senior finance leaders to focus on higher-value commercial and strategic priorities. The business achieved 30% revenue growth and established a more scalable operating model to support future expansion.

> The biggest advantage we've gained from our offshoring is that we can get twice the number of staff for the same cost."

Julian Davies,
CEO

Learn more

Scan the code to watch RedFin's offshoring journey.

Learn More About Potentiam

In a world where talent and opportunity are no longer confined by geography, offshoring isn't just a cost strategy – it's a growth strategy.

At Potentiam, we help businesses access world-class talent and build high-performing offshore and nearshore teams that empower organisations to scale faster, operate smarter and stay ahead of the competition.

Through our advisory approach, we enable organisations to unlock potential by building teams that operate as a true extension of your organisation at significantly lower costs, supported by in-country services.

Whether you're an early-stage company looking to expand capacity or an established enterprise pursuing efficiency and innovation, we'll help you design and execute the right offshore strategy, tailored to your vision and built for long-term success.

Ready to unlock your offshore potential?

Book a free consultation with Potentiam and discover how we can help you build global capability.

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