



DANONE

MA Case Study:

Scaling IT Talent at Danone

14-year partnership | 140+ hires | 450+ contractor engagements

Partnership Evolution

● 2011–2015: Building the Foundation

- Initial SAP-focused engagement in France
- 3 placements delivered in the first year
- Expanded to 13 new placements by 2015
- Established MA as a trusted supplier of specialist SAP talent

Outcome for Danone: Reliable access to niche SAP expertise supporting critical enterprise systems.

● 2016–2021: Expanding Tech Coverage

- Partnership broadened beyond SAP into Salesforce, Infrastructure, Support and Adobe AEM
- Growth in both new placements and contractor extensions
- 20 new placements delivered in 2021 (33 contractor extensions)

Outcome for Danone: Greater access to specialist technology talent across multiple business-critical platforms while maintaining continuity within existing teams.

● 2022–Present: Global IT Delivery

- Support expanded across SAP, Data & Digital, Cloud, Cybersecurity, Microsoft technologies and Digital Transformation programmes
- Delivered:
 - 14 new placements in 2022
 - 24 new placements in 2023
 - 22 new placements in 2024
 - 22 new placements in 2025

Outcome for Danone: A scalable talent model supporting business growth and transformation initiatives.

Case Overview

Danone is a global leader in the food and beverage industry, operating in more than 120 countries and serving millions of consumers worldwide.

As the organisation has accelerated its digital transformation agenda, the demand for specialist technology talent has grown significantly across enterprise systems, data platforms, cloud technologies, cybersecurity, and digital innovation programmes.

Since 2011, Montreal Associates has partnered with Danone to support these evolving technology needs, growing from a niche SAP staffing provider into a trusted strategic talent partner supporting multiple technology functions across the business.

Current Business Objective

Support Danone's digital transformation by providing specialist technology talent across key areas including SAP, Data, Cloud, Cybersecurity, and Digital Platforms, while enabling the business to scale its technology capabilities globally.

Current Challenge

As Danone explores more flexible global workforce models, including nearshore and offshore delivery, the challenge is to scale technology teams internationally while maintaining access to specialist expertise, project continuity, and operational efficiency.



The Approach

To support this shift, Montreal Associates has adapted its delivery model to combine:



Local Market Expertise

- Providing specialist technology talent in key markets across France and Europe, supported by deep understanding of Danone's technology landscape and business requirements.



Nearshore & Offshore Talent Access

- Expanding access to highly skilled technology professionals through established nearshore and offshore talent pools, helping Danone increase workforce flexibility and optimise delivery costs.



International Delivery Capability

- Leveraging MA's presence across Europe, North America, and Latin America to support international hiring requirements and multi-region technology initiatives.

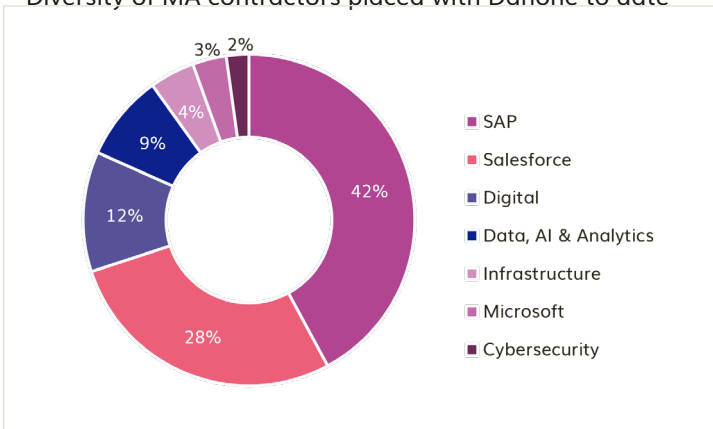


Flexible Engagement Models

- Delivering specialist contract placements, project-based consultants, and payroll-supported international hires to meet varying workforce and project demands.

Categories of Contractors

Diversity of MA contractors placed with Danone to date



Key Takeaways

- 14+ year partnership with YoY growth
- 140+ placements delivered across Danone's IT teams
- 450+ total engagements driven by long-term contractor extensions
- Scaled from 3 placements in 2011 to 22 new placements in 2025
- Strong contractor retention demonstrating delivery quality
- Expanded from SAP-only to full multi-domain technology coverage

Results

2025 Delivery Metrics

- 22 new placements delivered
- 60 extensions of existing contractors
- 48% CV-to-interview conversion
- 100% interview-to-placement conversion
- 1.9:1 CV-to-placement ratio

Cumulative Impact (2011–2025)

- 140+ placements delivered
- 450+ total engagements (placements, extensions of contractors + payroll placements)
- 7+ tech areas covered
- Peak growth: 2022-2024
- Embedded multi-domain coverage across SAP, Salesforce, Data & BI, Infrastructure, Microsoft, Digital & Cyber Security.

If your organisation requires structured, long-term tech workforce support, MA can design and implement a scalable staffing framework aligned to your enterprise systems roadmap — including SoW and managed service agreements.

Contact our team to discuss how we can support your enterprise delivery strategy.

Contact our sales team