

Scaling Data Capability Without Scaling Cost

How Westcon strengthened its global analytics capability using Peraison's nearshore Centre of Excellence



Executive Summary

Westcon Comstor is a global technology distributor operating across more than 135 countries. As the business grew, the demand for high quality, customer facing analytics increased rapidly. Westcon needed to scale its data and analytics delivery capability quickly while maintaining quality, consistency, and cost control.

Peraison partnered with Westcon to provide nearshore development capacity from its European Centre of Excellence in Lisbon. Acting as a core extension of Westcon's internal Data and Analytics team, Peraison consultants delivered a unified analytics and reporting capability that improved customer experience, accelerated decision making, and laid the foundation for future AI driven insights.

The Challenge

Westcon's leadership team faced a familiar growth challenge.

The organisation relied on fragmented data sources, manual reporting processes, and inconsistent definitions of performance metrics across regions and departments. This limited visibility made it harder to demonstrate service performance to customers and reduced confidence in management reporting.

At the same time, Westcon's internal Data and Analytics team was under pressure. Demand from stakeholders outpaced available capacity. Hiring locally was expensive and slow, while traditional offshore models risked reducing quality and collaboration.

Westcon needed to increase delivery capacity quickly without compromising governance, user experience, or trust in the data.

Scaling Data Capability Without Scaling Cost

The Solution

Peraison provided experienced data and analytics consultants from its Lisbon Centre of Excellence, embedded directly into Westcon's Data and Analytics function.

Rather than operating as a third-party vendor, Peraison worked as an extension of the internal team. This ensured tight collaboration, shared ownership, and alignment with Westcon's business goals.

The team designed and delivered a unified Power BI reporting framework that supported executive leadership, business units, and customer facing use cases. The solution consolidated data, standardised KPI definitions, and introduced self-service analytics capabilities to reduce reliance on manual reporting.

Peraison's nearshore model enabled rapid onboarding, consistent delivery, and close alignment with UK and European stakeholders, all while maintaining cost efficiency.

The Impact

- Increased analytics delivery capacity without the overhead of permanent local hires
- Improved customer confidence through transparent service performance reporting
- Faster and more accurate decision making for leadership and operational teams
- Reduced manual reporting effort and operational inefficiency
- A scalable analytics foundation ready for advanced analytics and AI initiatives

Most importantly, Westcon gained a long term, flexible delivery model that continues to evolve with the business.

Author

Gonçalo Pereira,
Partner

