



Visionnaire provided Madero with strategic allocation of IT professionals focused on scale, quality, and internal team building

During the 2020 pandemic, Grupo Madero (a restaurant chain with more than 270 locations) needed to quickly adapt to the digital environment, as it operated exclusively through physical stores. In this context, an urgent need arose to develop online solutions and build a more robust technology area. However, the company faced difficulties in finding qualified IT professionals in the market, in addition to needing a flexible model that would allow both outsourcing and the future internalization of these talents. It was also essential to rely on structured management processes, such as performance evaluation, reporting, and operational control.

To meet this demand, Visionnaire proposed a model for allocating IT professionals with the possibility of internalization. The company acted quickly in selecting and providing specialists in C# and the Microsoft platform, who were approved by Grupo Madero and allocated to the projects.

In addition, the solution included full support in recruitment, performance monitoring, reporting, and time management. This hybrid model made it possible not only to address the immediate need for qualified workforce but also to enable the development of an internal team over time.

As a result, Grupo Madero was able to rapidly scale its technology team, improve the quality and productivity of deliveries, and increase operational control over projects.

The company also gained greater long-term autonomy by building an internal team from the initially allocated professionals.

The use of C# technology, widely applied in enterprise systems, was central to this process, reinforcing the importance of specialized professionals for the success of the initiative.