

Powering Bluevine's Global Expansion



About the Company

Bluevine delivers tailored banking solutions designed specifically for small businesses. Since its inception in 2013, the company has empowered over 500,000 entrepreneurs through innovative offerings such as business checking, bill pay, and lines of credit—enabling them to streamline financial operations, reduce costs, and focus on scaling their businesses.

Challenges

- Scaling operations to support aggressive global expansion
- Delivering full-service banking products tailored to small businesses
- Building domain expertise across risk, credit, and customer operations
- Managing cost efficiency while maintaining innovation velocity

Prime Drivers

- Expand global capability to support rapid product innovation
- Enable real-time decisioning with advanced analytics
- Strengthen security and risk controls
- Improve scalability and operational resilience

GCC Overview

GCC Inception: 2022

Location : Bengaluru, India

- **Team:** 65+ members by Dec 2022, projected to scale to ~350 by mid 2025
- **Strategic Focus:** Supporting banking, lending, and ops via a global talent hub.
- **Key Areas of Expertise:** Data Analytics, Cybersecurity, Product Management, Risk Operations, Credit Analysis and Customer Support.

ANSR's Solution

ANSR partnered with Bluevine to establish a scalable, high-performing GCC in Bengaluru, India.

In addition to our 2.5 million strong pool of tech talent, our team also hired and onboarded for non-technical banking and management functions, thus building a 360-degree workforce.

Today, the center powers core business functions and acts as a strategic hub that accelerates innovation, enables the expansion of the company's global footprint, and enables lean, tech-driven operations tailored for small business banking.

Outcomes

65+

Professionals hired in less than 6 months

5x

Growth in 3 years, with the workforce scaling from 65 in 2022 to 350 in 2025

13+

Years of global operations as a company