



The Client

One of the world's most innovative and admired companies, this client is an American multinational corporation specializing in internet-related services and products.

The Situation

Synergis was approached by the client directly to help fill a very specific role after the company's local vendors in California were unable to deliver the right talent. The client specifically sought out Synergis' help based on the recommendation of a manager who previously received top quality service and highly-skilled talent from Synergis.

Synergis was able to deliver precisely the right resource for the client's distinctive need in a time-efficient manner. As a result, they approached Synergis a second time when they were stymied by another specific talent need. Again, Synergis delivered. Consequently, Synergis was given the opportunity to fill several more placements, delivering superior results. This client ultimately approached Synergis about becoming a Tier 1 preferred vendor.



As a Tier 1 preferred managed service provider (MSP) for the client, Synergis continued to provide superior contingent labor results. However, the Synergis team noticed the potential for even greater outcomes. Synergis was remotely facilitating contingent workforce management from its headquarters in Atlanta, Georgia for the client team in Mountain View, California. Synergis recognized that with local offices in the Bay Area, the client would realize an even greater return on its investment. The client agreed.

The Solution

With previous experience expanding to new markets, Synergis leveraged the processes that proved successful and opened a brick and mortar Synergis office in California. The new San Francisco-area office was up and running in just 90 days.

Bringing a strong sense of the Synergis culture to San Francisco was critical to the success of the new office. As a result, Atlanta-based Synergis employees relocated to the Bay Area to help facilitate the expansion and launch the new office. With a shift in IT culture between Atlanta and California, diving right into the IT culture of the Bay Area was essential to a successful launch.

Opening a new office across the country entailed finding the best location and facility while also expanding the network in the Bay Area. Synergis worked extensively to meet and build relationships with the strongest IT talent and organizations in the Bay Area. Through strategically-placed newspaper and business publication ads and tried and true tactics like attending Meetups, the San Francisco office opened to strong results similar to the Atlanta headquarters.

“...successful placements for this client increased by more than 1,000%.”



The Result

Since opening the San Francisco office, successful placements for this client increased by more than 1,000 percent. Within six months of opening the new office, Synergis became one of this client’s top staffing vendors.

The San Francisco office has been open since 2013 and increased its revenues by more than 600 percent in the first year of operations. The Synergis team has been able to dive into the market and fully understand the needs and challenges the client faces with a local perspective.

As our business grew for this client and Synergis expanded its client base to service more businesses across California, the need for a larger facility emerged. As a result, the San Francisco office quadrupled in size over the course of its first year, and continues to realize growth and success year after year.

