

CASE STUDY

WHITAKER IT DELIVERS IN-DEMAND TALENT FOR SIMDESK TECHNOLOGIES

The Client

Simdesk Technologies, Inc. (Simdesk) is an innovative Software as a Service (SAAS) pioneer that delivers, through its partners, an integrated suite of powerful messaging and collaboration solutions. Simdesk applications provide private and secure file storing and sharing, messaging capabilities with shared calendar contacts and notes, and a distinctive remote printing solution through any device a customer chooses.

The Challenge

In early 2007, Simdesk launched SimMobile® — a ground-breaking application that turns any phone into a “smart phone” by delivering files, e-mails, calendars and contacts directly to the phone. An unrivaled solution that gives small businesses the same flexibility and mobility as their larger competitors, SimMobile quickly took the market by storm.

A skyrocketing demand for SimMobile, coupled with next-generation development activities and ongoing product development initiatives, led Simdesk to experience an immediate and growing need for additional full-time IT resources. Securing the high-level talent needed became a challenge for Simdesk, a company accustomed to filling all positions on its own.

The Solution

Whitaker IT contacted Simdesk’s Director of Development – Core Services, Paul Busch, to learn

about the company’s technology projects and workforce needs. This in-depth conversation focused on Simdesk’s IT projects, objectives, culture and pain points. Impressed by Whitaker’s ability to listen to his needs and comprehend Simdesk’s technology, Busch arranged a follow-up meeting for Whitaker representatives to meet personally with Simdesk’s CEO, COO and development managers. During the meeting, Whitaker sought to gain a solid understanding of Simdesk’s needs, expectations and environment. “Whitaker didn’t sell – they listened,” said Busch. “They were focused on what our challenges were instead of what their company did.”

In the Fall of 2007, Simdesk began to send Whitaker IT requirements. Armed with an in-depth knowledge of Simdesk’s business, technology and culture, Whitaker was able to quickly fill two of the company’s direct openings with a qualified senior Java developer and a Web services test engineer.

Whitaker soon followed up its initial placements at Simdesk with two very difficult-to-find IT specialists. One of the requirements called for a lead software engineer with a unique mix of skills who could both head up a brand new team and interact with senior management. Simdesk sought a “superstar” with 7-10 years of experience, including five years as a technical team lead. Whitaker came through with the ideal candidate — a senior lead developer with expertise in both Java and C++ — who was hired within a week of being submitted to Simdesk.



“Whitaker doesn’t flood me with resumes. Their candidates are well screened, and Whitaker has the best submittal-to-hire ratio of all our providers. The most important aspect about Whitaker is that they are not going to waste your time — and you are going to get value for the services they provide.”

- Paul Busch, Director of Development – Core Services, Simdesk

For the other opening, Whitaker was able to deliver a software engineer with a background in programming for mobile technologies and devices. The candidate they found was well versed in the latest technologies, and had the background and experience Simdesk sought. "They found us the hard-to-find people," Busch stated.

The Results

Based on its responsive service and ability to find ideal candidates for key openings, Whitaker has become a provider of choice for Simdesk. In its first three months as a Simdesk IT staffing provider, Whitaker has filled four of Simdesk's direct openings

with qualified professionals.

"Whitaker doesn't flood me with resumes. Their candidates are well screened, and they have the best submittal-to-hire ratio of all our providers. We are a small company that needs technically skilled people, but also people who have common sense, are strong at problem solving, convey their ideas well and are able to work with many personalities. Whitaker screens for these attributes while others don't," concluded Busch. "The most important aspect about Whitaker is that they are not going to waste your time — and you are going to get value for the services they provide."



To learn more about Whitaker IT, visit us on the Web at www.whitakerIT.com or call 800-925-5110.