



## CASE STUDY

# Using Strategic Talent Acquisition as a Catalyst for Business Growth

## Overview of the Challenge

In recent years, a North Carolina-based IT company had transitioned from being a VAR (Value-Added-Reseller) of hardware and software solutions, to being a Managed Services Provider (MSP) with clients distributed up and down the east coast.

While this transition proved to be a smart move, it also brought about new challenges in recruiting talent to meet the needs of their rapidly growing IT operations team. They needed highly skilled IT professionals while maintaining cost control and ensuring client satisfaction.

Company leadership recognized that hiring qualified tech talent is difficult, and only continues to get more competitive as skilled workers have their choice of location, pay, and roles.

They didn't have time to spend filtering through non-qualified candidates, vetting technical resources for the right consultative skills to communicate with clients, and finding the right cultural fit for their organization. So they chose to partner with The Bison Group to get it right.

## Overview

### COMPANY INDUSTRY:

IT Managed Service Provider, MSP (Professional & Managed Services: Cybersecurity, Cloud, Data, and Integration)

### SERVICES UTILIZED:

Permanent & Contract-to-Hire Placements – Delivery Team Buildout



*“We couldn't be more thrilled with the support we received from The Bison Group during our transition from a Value-Added Reseller to a Managed Service Provider. This strategic shift was pivotal for our business, and having the right IT talent was essential.*

*The Bison Group played a crucial role in helping us identify and recruit top-tier IT professionals with the specialized skills we needed. Their in-depth understanding of the IT industry and their extensive network allowed us to rapidly scale our team without compromising on quality with cost-effective solutions.*

*Thanks to this partnership, we were able to seize new opportunities in the Managed Service Provider market, boost profitability, and ensure our clients receive the best IT services available.”*

— CEO



## Solution: Accelerated IT Talent Placement

The Bison Group leaders came from the IT consulting space, so the very first part of solving the challenge was sharing the insights they knew as veterans of the industry. This included how to source the candidates, what the competitive angles were, and how to build a strong case that would invite tech leaders to want to be part of the company.

Leveraging these nuances, The Bison Group then used their proven process, The Best Fit Blueprint, to identify both the right technical talent, as well as people who were the right cultural fit. This includes a detailed discovery, proprietary strengths and cultural assessment, resulting in a list of high-quality candidates. This was critical to the success of the initiative as it was about quality, not quantity. The client clearly specified they did not want a high volume of poor fit candidates, which was an unfortunate reality in some technical recruiting firms.

To make the decision easier, The Bison Group partnered with the client to offer cost-effective solutions, such as flexible staffing options and competitive compensation packages, to help control costs without compromising on talent quality.

In the end, the client hired the right talent, leading them to effectively make the transition to MSP and exponentially grow their business.

## High Level Results

The partnership between the client and The Bison Group yielded remarkable results:

- **Rapid Growth:** Within six months of initiating change, the client had doubled the size of its back-end operations, offering a broader range of managed IT services to clients.
- **High-Quality Talent:** The Bison Group provided top tier IT talent, including certified experts in areas such as network security, cloud computing, and IT infrastructure management.
- **Client Satisfaction:** Despite the significant expansion, client satisfaction remained high, making it possible for the IT company to deliver robust and reliable managed services to the market.
- **Profitability:** The Bison Group's strategic hiring and cost management strategies contributed to the client's improved profitability across the board.

**Discover how  
The Bison Group  
can help your  
company grow.**

Talk with our team to learn more about our process, time to placement, qualification and more.

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