



Summary

As a new firm within the Minneapolis market, ENRGi needed an innovative way to penetrate new client accounts with their growing network of billable consultant candidates.

HotGigs.com helped ENRGi Technology Solutions expand the marketing of their firm's consultants. By connecting with our network of client companies seeking resources on the HotGigs staffing exchange, ENRGi landed several new mid-market clients and placed several billable consultants within the first few months.

"HotGigs.com allows us to expand the number of opportunities that are available for our consultant base. We can post consultant resumes on HotGigs.com and receive more exposure for them, especially among companies we might not be already working with."

Joe Golemo, ENRGi General Manager

Success Scenario:

Like most other consulting firms, ENRGi faced a client market where it was harder and harder to penetrate new accounts. With 68% of Fortune 500 clients having "preferred vendor lists" or VMS systems and non-solicitation policies, ENRGi's sales teams were finding it more and more difficult to cold call their way to success.

Within the first few months of profiling their available contract resources on HotGigs.com, ENRGi began receiving requests for their resources and making direct contact with client prospects that they were previously unaware of. For example, a local mid-sized client named Internet Broadcast Systems (IBS) needed an Oracle DBA consultant to fill in for one of their team members who was going on maternity leave for 3 months. The IBS CTO searched HotGigs for firms with available Oracle DBA resources, quickly found ENRGi's resource, and easily requested them online. By the end of the week, ENRGi had this new consultant placed on the engagement, and now has a long-term relationship with the IBS CTO to meet all future needs.

ENRGi also receives email alerts when prospective clients on HotGigs.com require resources in their market and category, allowing ENRGi to submit their consultant profiles to open requirements online.

HotGigs Results:

- ENRGi closes 4 deals in 6 months: (1) 3-month and (1) 6-month placement, (2) permanent hires for an additional \$30,000 gross margin
- ENRGi wins 2 new client companies
- Using HotGigs streamlines the placement process, allowing clients to preview consultant profiles and rates online, and request the consultant(s) they want vs. sending a requisition to ENRGi and initiating an entire recruiting process before placing consultants
- Promoting consultant profiles on HotGigs.com demonstrates ENRGi's commitment to market their consultants and maximize engagement options for them
- Use of leading-edge staffing exchange enhances image as a cache firm
- By continually updating/refreshing consultant listings, ENRGi ensures that prospective clients see a variety of highly qualified ENRGi consultants
- Candidate listings on HotGigs.com prompt regular calls from other consulting firms and clients looking for harder-to-find, specific skills

About ENRGi - HotGigs subscriber since 2005

- 40 plus-person consulting firm serves IT and management needs of the Minneapolis/St. Paul area
- Specializes in staffing Oracle and SAP enterprise solutions with project management, individual staffing resources, and near-shore and off-shore resources
- Industries served include financial services, government, healthcare, insurance, manufacturing, pharmaceutical, retail and technology sectors
- Fortune 500 clients include eFunds, Deluxe Check, Carlson and US Bank, and small to medium size companies such as BI Worldwide and AppDev