

# Evolve Powers RIG's Phenomenal Growth

March 2004



**When Bryan Lloyd and Peter Flaherty created the Recruitment Investment Group (RIG) to fast track the development of niche recruitment agencies, they knew that they would need a reliable Recruitment Workflow system to support each business.**

Bryan chose Evolve from FCP, an MSP (Managed Serviced Provider) solution that provides a full recruitment workflow, database and billing system securely via the internet, enabling RIG to create a sophisticated workstation in almost any location, quickly, cost-effectively and reliably, whilst providing central reporting back to Group.

From a start-up position with no sales in January 03, RIG is now anticipating staggering Year 2 sales of £17m and Bryan Lloyd says that Evolve and FCP have played a significant role in helping to achieve this phenomenal growth.

“We knew from the outset that we needed an MSP system because it meant we wouldn't have to invest in IT infrastructure or employ IT people to support it,” Bryan says. “Evolve ticked all the boxes. It's a really simple interface, so our recruiters like using it. Evolve has all the tools they need to get on with their job, from CVs, client and candidate databases to contact notes, timesheets, email and SMS. It provides activity reporting for each MD so he can see how his business is doing and it provides an overview for us at Group level

The way RIG works is to identify niche markets where they feel there is an untapped opportunity for the professional provision of temporary workers. They then find individuals or companies who are interested in partnering RIG in a new venture and set-up a new company with joint equity stakes. The individuals run the new business while RIG provide finance, direction, best practise advice and support. Every business is based on Evolve.

## Speed is the key

Bryan explains that the key to a successful enterprise is speed. “Once we've identified a niche and found the right people to set up the new business, we just want to get going. Using Evolve we can have recruiters installed and working within a few days of starting the company, no matter where they are.”



Bryan Lloyd with FCP Operations Director Christine Fuller

The Group has launched seven new companies in 18 months. “We couldn't have done that without Evolve. Imagine the time and money it would take to set-up separate database servers in seven different locations or the logistical nightmare we would have managing the IT issues. With Evolve we just get on with what we do best and leave FCP to support it.”

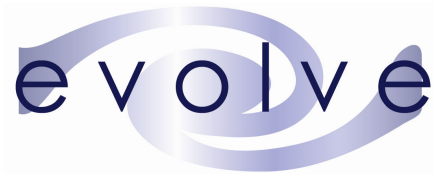
What has pleased Bryan particularly has been the level of commitment and service he has had from FCP. “I've been in this business a long time. FCP have proved to be one of the most customer-focussed businesses I've ever dealt

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Integrated Workflow for Recruitment

with.” This relationship is especially important with an MSP type system because the client is dependent on the software developer to keep the system up to date and to continually improve it.

“We started out with Version 1. We are now on Version 3 and the application has really lived up to its name. It's 'evolved'. Each upgrade has been intuitive, seamless to the users, but has added significant functionality that we can use straight away.”

Bryan says that FCP has also adapted Evolve to meet RIG's specific requirements. All RIG companies deal with temporary contract workers; from police officers and radiographers to gas engineers, HR interims and GPs, this creates a complex back office demand for salaries and billings based on timesheets. Evolve keeps a full and permanent record of placement details, pay rates and salaries and links directly with the customers back office and salary system, eliminating the need to enter data twice. But RIG outsources this part of its business. What they needed was to integrate the timesheets on Evolve with the billing and salary systems that were being run externally on a separate system.

“FCP worked with both companies to achieve this and we now have a very fast efficient and above all accurate back-office system with automated billing and salaries.”

## Business on Day One

RIG now has seven separate recruitment companies across the UK, with over 35 recruiters using the system. FCP run in-house training courses for each new recruiter and even create the new websites that front each new business.

Each RIG company therefore starts on day one with an integrated system that joins up their website with the recruiter desktop, provides all communications to clients and candidates, and automates back office billing, salaries and management reporting. All the data is secure and backed-up off site in real-time. MD's have

the information they need at their fingertips. Group has a view across all of its invested businesses. There is no capital outlay for IT infrastructure beyond standard PCs and Internet access and there are no IT salaries on the overhead. Evolve is charged by the number of operators, so budgeting start-up costs and forecasting growth and cashflow is straightforward.

Bryan Lloyd is understandably pleased with his decision to go with Evolve and FCP. “It's been a real partnership approach. I've noticed our feedback is incorporated into the version upgrades without being specifically asked. The relationship between the guys here and FCP's account managers is excellent. The system has never let us down and I have never had a negative comment about the system or service from any of our people. We're talking demanding recruitment people in a pressured environment so I think that's a real measure of success.”

Christine Fuller, Operations Director at FCP says this an exciting time for the company. “RIG's rapid growth has proved that Evolve works at every level, from start-up, through dispersed virtual agency to major networks. We're now getting new business from all sizes and types of agency.”

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