

CASE STUDY

# Innovative MSP Program Quickly Transforms IT Department

## The Company

A large utility company in the United States, our client serves thousands of customers and generates annual revenues of more than \$2 billion while maintaining over 3,000 employees.

## The Situation

Upon review of its internal capabilities, the client's CIO saw the need to modernize and revamp its IT department. Based on the success of our MSP program, the Broadleaf team was called upon to help the organization spearhead its digital transformation. We were tasked with rolling out a vendor-neutral MSP program, engaging 20 suppliers to dramatically improve the company's bench of technical analysts, consultants, and project managers. Ultimately, the client's goal was to elevate its organization by more effectively aligning its technology resources, thereby improving its electrical and natural gas services.

## The Challenge

At the start of our partnership, some of the client's key organizational decision-makers had trouble understanding Broadleaf's role within the program:



Our team worked to inform the company of the value that our MSP and VMS services could bring to its IT department.



Broadleaf encountered interview scheduling and timely candidate feedback issues with hiring managers, which caused an initial delay in the process.



Broadleaf's MSP team revamped and simplified the client's poorly-constructed job titles and descriptions. We identified that these two aspects hindered the client's ability to attract high-quality technical consultants.

## RESULTS SUMMARY

**\$500K**

total cost savings

**60+**

high-impact  
IT roles filled

**<4 hours**

to submit candidates



## The Solution

**Broadleaf realized the client's immediate need to revamp its IT department and quickly went to work in implementing our industry-leading MSP program.** We dedicated a single point of contact that was assigned solely to the client's account, which was pivotal in driving program processes, receiving appropriate follow-up, and generating valuable feedback. Our team grasped the importance of maintaining constant contact with the client and holding discussions that were valuable in ironing out initial kinks in the integration process. In addition, we emphasized the need for consistent dialogue with IT suppliers to keep them engaged and apprised of upcoming fill opportunities.

Broadleaf and the client grew increasingly comfortable in our ongoing partnership. We continued to repeat and reemphasize the significance of adhering to the process, which allowed the client to better understand our value-driven services. Soon after commencing the MSP program, our team continued momentum in filling a broad array of technical roles and garnered positive feedback from the client's CIO and talent acquisition team as a result of our work.

## The Results

Since the start of our IT MSP program, Broadleaf has helped the client in filling more than 60 high-impact technical contract roles to enhance its IT department. Our continued commitment to our value proposition has guided us in driving value and optimizing program performance for our client. We have generated over \$500,000 in cost savings since the MSP's inception. As a performance-driven MSP provider, we have achieved the following results:

- Filled more than 60 high-impact technical roles
- Generated over \$500,000 in cost savings
- Submitted first candidates in less than four hours
- Filled all the positions in 32 days
- Contract workers have averaged 150+ days on assignment

Our speed and agility have been crucial in mobilizing the digital transformation of the client's workforce. Broadleaf's average time-to-first-submit of less than four hours—coupled with our overall time-to-fill of 32 days—has enabled the client to quickly construct its bench of IT talent.

**< 4 hrs**  
time to first  
candidate  
submittal

Broadleaf has provided much-needed compliance oversight while effectively managing and monitoring the client's contingent workforce. Since the start of the program, our IT contract workers have served an average of 153 days on assignment—75% of whom are still on assignment.

**32 days**  
average time-to-fill



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