An all-in-one solution to find and manage IT Field Services Talent

Who is ASD?

Founded in 1987 and headquartered in Alpharetta, Georgia, Automated Systems Design, Inc. (ASD) is a nationwide provider of design, engineering, and project management for workplace technologies. ASD performs support and design services for everything from critical systems to break-fix for audio-visual, cabling, wireless, digital signage and security projects in thousands of zip codes. Through its services, the company seeks to enhance the workplace environment with technology enabled spaces, providing new ways for their clients to collaborate and improve workflow. With 3 key pillars of Plan, Implement and Maintain, ASD considers itself the 'bridge' between facilities, IT and construction.

Challenges

With 35% growth in new assignments over a two-year period, ASD faced the dual challenge of scaling their service operations while also maintaining service level agreements (SLAs). ASD ascribes to the highest levels of client satisfaction that includes their "1-3-5 Service Methodology." This entails a speedy timeline for delivering on client requests: 1 hour to acknowledge a request, 1 day to schedule a site visit, 3 days to get a tech onsite, and 5 days to complete the work.

> "
> I don't worry about scaling because WorkMarket is scaling with me."
>
> **Doug Gies,
> VP of Operations**

The 1-3-5 service methodology

1 Hour to let the costumer know you have the request

1 Day to schedule a site visit

3 Days to get a technician onsite

5 Days to complete the ticket

While the company leverages its own network of vetted, rated and approved technicians called AASDI's (pronounced "aas-dees," Authorized ASD Installers), many of their new projects included more rural locations where they did not have existing talent. With this large influx in demand in traditionally under-served areas, ASD needed to tap into new sources of workers to address this demand in a more timely manner and maintain high client satisfaction levels.

Additionally, ASD was struggling to ensure their large network of independent contractors were getting paid accurately and on-time. ASD strongly believes the key to retaining quality workers is to "pay quickly and pay well," explains Doug Gies, VP of Operations. Having an automated process to facilitate invoicing, project approvals and flexible payment options became a necessity.

"**WorkMarket is invaluable to me. We can get workers onboarded quickly and get them working.**" **- Doug Gies, VP Operations**

WorkMarket is an all-in-one independent contractor management solution

WorkMarket helped ASD to meet their SLAs (completion of a ticket within 5 days) and pay their workers quickly and efficiently. WorkMarket's IT Field Services Marketplace gave ASD access to a qualified talent base that could be quickly dispatched across a wider geographic area., The onboarding support, assignment management and pay capabilities delivered through WorkMarket have all been invaluable tools for ASD to meet growing demand.

Faster, easier recruitment

The WorkMarket IT Field Service Marketplace has been integral for ASD to supplement its network of authorized technicians. Gies explains ASD is "Not worried about taking on a new client and not having enough techs to do the work" thanks to their partnership with WorkMarket. "I know that if I am going somewhere new and doing something different that I can easily find people to do that for me on WorkMarket. That is how I have been able to grow. My department has been growing by 25% YOY for the last 4 years and WorkMarket is an integral part of that growth."

25% growth
YOY for the last 4 years

+25%

BEFORE   AFTER
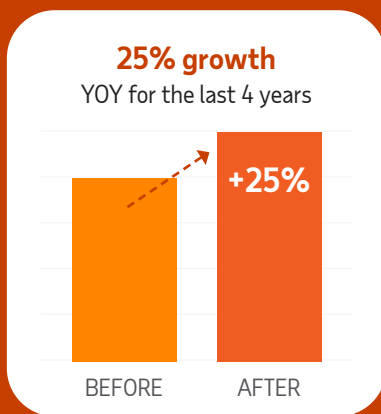
"**Superior service and support have made the WorkMarket platform an invaluable tool and an integral part of ASD's continued growth and success.**" **- Doug Gies, VP Operations**

ASD can evaluate each worker on the WorkMarket platform after an assignment, enabling their managers to create an internal view of top talent. In addition to performance ratings, the team can also filter based on zip code to find workers in specific geographies to complete projects across their clients' footprint. Other filters available to identify the workers best suited for their needs include background check status, abandon rates and on-time delivery.

Easy onboarding and smart talent organization

ASD ascribes to the policy of "the right tech at the right time and in the right place," and WorkMarket helps them do just that. WorkMarket automatically verifies worker U.S. tax IDs, bank accounts, and captures their W-9s. This takes the onboarding burden away from ASD, helping to get techs on-site faster.

"**The less paperwork I have to do the less time it takes to get the tech out.**" **Doug Gies, VP Operations**

WorkMarket gives ASD the ability to structure talent into dynamic Labor Clouds. This allows ASD to bundle their contractors into groups containing similar skill sets and profiles. Criteria include specific licenses, areas of expertise, geographic location or certifications that might be required for a project. Once added to a Labor Cloud, ASD can be assured that these workers already meet the pre-set requirements and qualifications necessary for each project. Assignments can be routed directly to their pre-vetted workers in a Labor Cloud, speeding up the entire recruitment process.

Another key benefit available through WorkMarket is liability insurance for technicians (offered through a third party WorkMarket partner). With coverage required prior to accepting an assignment, ASD can be assured that all WorkMarket contractors have General Liability (GL) and Occupational Accident Insurance (OAI) before they can even begin work. Workers are not allowed on-site — and cannot check-in — without a valid assignment, so there is peace of mind knowing that everyone is covered.

Automated, efficient assignment management

ASD utilizes over 100 different assignment templates that they can easily customize based on client and type of work, simplifying the entire assignments process. Built-in assignment rules specify all the necessary details including the qualifications needed to perform the work, location, scheduling, deliverables and rate of pay. Additionally, the automated workflows allow projects to be routed to individual workers or entire Labor Clouds for assignment.

> "**We use assignment templates for recurring work all day, every day. The automation that WorkMarket provides is invaluable.**"
> **Doug Gies, VP Operations**

ASD project managers own each new work assignment from the "cradle to the grave." The WorkMarket dashboard is integral to helping them stay on top of their tickets. Project managers are notified when their assigned tech is checked in and out from the work site. Workers also enjoy the intuitive app where they can easily upload deliverables and communicate in real-time should there be any questions during an assignment.

Fast, easy pay

ASD recognizes that an important part of attracting quality freelancers and retaining them is on-time payment, and they strive to "pay quickly and pay well." They have continued to meet their technician's expectations using key WorkMarket features like automated invoicing on behalf of workers and net 15 payment terms. In addition, WorkMarket's FastFunds feature allows workers to receive an expedited payment for invoiced assignments for a small fee. Independent contractors love easy access to payments, and the WorkMarket platform eases the administrative burden on ASD to manually issue checks.

> "**The ability for workers to access their payments faster on WorkMarket via FastFunds is a competitive advantage for WorkMarket over other platforms.**"
> **Doug Gies, VP Operations**

ASD also utilizes a team of international workers to provide support services for its large network of contractors. WorkMarket's ability to pay internationally with flexible options (including PayPal and Hyperwallet) solved a pain point for the accounting team. In addition to providing a single secure platform to pay workers globally, the team saved time and resources and workers have easy access to their payments.

 WorkMarket not only provides an invoice audit trail, but also electronically files and furnishes 1099-NEC forms for the company. This helps alleviate the administrative burden for ASD and helps them stay compliant with U.S. year-end reporting requirements. Furthermore, ASD can easily track their entire contractor spend on WorkMarket and filter based on the worker, project, or time period. This allows them to have real-time visibility to make strategic business decisions.
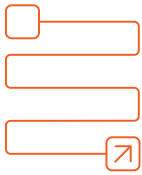
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Everything the techs need is in the WorkMarket app and is very efficient. Deliverables are instantly uploaded to the system. The workflows are automated and seamless"

Doug Gies,
VP of Operations

✓
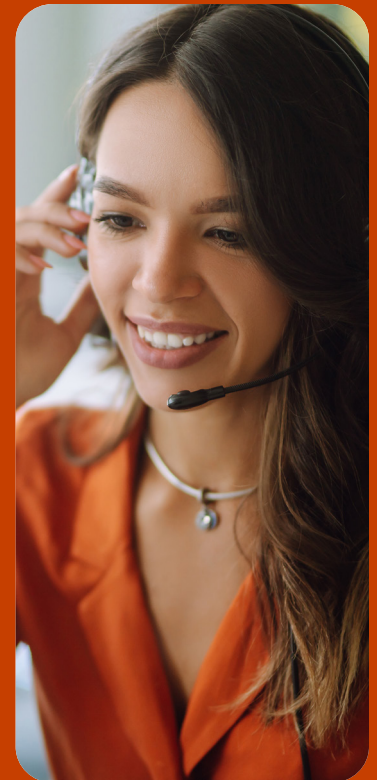
WorkMarket provides a full solution for payment — secure, flexible and fast.

Why WorkMarket

WorkMarket by ADP is an end-to-end platform that helps you realize the full potential of independent contracting today — so your business can take on tomorrow.

A single platform for managing your independent contractors

We help you attract, recruit, onboard, manage and pay your independent contractors easily, efficiently and compliantly.

Onboarding & verify

Manage work assignments

Pay

Organize talent

Compliance support

Integration & automation

Our automated tools and workflows will help you:

✓ Attract and retain top-tier talent

✓ Engage contractors quickly to meet customer demand

✓ Scale your business fast

✓ Improve compliance and mitigate risk

✓ Gain real-time visibility into your contractor workforce

✓ Reduce costs — automated processes save time and money

Interested in learning more about WorkMarket?

Explore our self-guided demo to see how you can efficiently and compliantly onboard, verify, manage work assignments, and pay your contractors.

Access interactive demo

workmarket®
by ADP®