

# Strategies For Growing IT Service Revenues

*OnForce Enables VARs, Solution Providers and IT Staffing Firms to Find Contract Service Professionals and Drive Increased Sales*

**B**attling increased competition, decreasing margins and slower revenue growth, today's solution providers are operating in a volatile market. These service companies seek geographic coverage and skill set expansion without exposing their companies to the capital risks of hiring, training and retaining on-payroll technicians. Increasingly, their preferred solution is the "contract labor model" currently shaping the industry, a practice that allows service companies to enter new regions, bid on larger deployments and work with emerging technologies—without taking on additional head count.

OnForce, the Boston-based marketplace for IT service professionals, is proving a valuable asset to these VARs and solution providers who want to fulfill on-site services through independents or contractors. Successfully leveraging on-demand business trends, OnForce offers service firms comprehensive listings of 11,000+ qualified IT professionals listed by region, vendor, specialty or other variables. OnForce conducts an assessment of each individual or group before making them available to VARs/solution providers. It's a pay-as-you-go model with no upfront investment or hidden costs to soften the bottom line.

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—Gary Dedoussis, CEO, Core Technology Solutions

"People need to find the right IT professionals in the right geography with the right skill set. And we definitely offer best-of-class quality and coverage," says Paul Nadjarian, OnForce senior vice president of marketing. "You want to know the reputation of the person you're contracting with. With OnForce, technicians profile them-

selves; and they know their individual reputation is on the line with their performance on each work order."

The privately held OnForce charges an \$11 fee for each work order created by a VAR or solution provider. The service buyer pays for the work through OnForce, which remunerates the IT service professional when the work has been successfully completed. IT service professionals pay a 10 percent fee for work received through OnForce. There is no subscription fee, membership fee or upfront cost of any kind to join OnForce as a buyer or provider.

## **A STRATEGIC WEAPON**

It's a solution that has worked very well for Parsippany, NJ-based Core Technology Solutions, according to its CEO, Gary Dedoussis, who says his company started using the OnForce platform about 18 months ago. Dedoussis called OnForce "a strategic weapon" and advises: "Like any small business, we've got to have the ability to tap into resources and scale up efficiently."

Core Technology Solutions delivers services to larger clients, typically the satellite offices of Fortune 500 firms, providing services such as installation, deployment and break/fix that can run up to several million dollars per project. Project management is handled in-house, and the company maintains its own network of independent contractors, but when that network is tapped out, Core turns to OnForce. "They've become our recruiting office for contract technicians. They've really done their homework," says Dedoussis. "We've chosen to partner with OnForce because they help us put great technical people into play when and where we need them."

Core Technology Solutions has worked with OnForce on approximately 1,900 work orders—about 10 percent of its total volume—from January through September 2007, says Dedoussis.

Companies like Core Technology Solutions, working with OnForce, have helped many independent contractors build successful businesses. Crisantos Hajibrahim first signed up as an OnForce provider in early 2004 as a college student seeking extra income and looking to charge competitive prices.

“The work started coming in. The first OnForce work order I got was from a Fortune 500 company that needed work done in southern California, where I’m based. Then, a major retailer started routing work orders to me,” Hajibrahim says. “OnForce offered access to business that I didn’t have before.”

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*—Crisantos Hajibrahim, OnForce IT service professional*

These days, Hajibrahim is the single top IT service professional working with OnForce, with more than 2,000 work orders completed. He has formed a company, called Virus Woman, which employs 12 workers and projects sales of about \$450,000 in 2007. Approximately 60 percent of that total is a direct result of his affiliation with OnForce.

He explains that OnForce was instrumental in helping him direct his operation—which focuses on roll-outs, break/fix, and wireless—toward more government work, an area he wanted to pursue. “They gave us an entry strategy and I learned from the platform what was necessary to win government work. Initially, only five percent of my work was government-based. Now, it’s up to 35 percent of my total revenue,” Hajibrahim says.

The IT professional is also pleased with OnForce’s payment policies. “Our cash flow is amazing. Other companies take as long as 60 days to pay. With OnForce, it’s a week, maximum,” Hajibrahim says.

As OnForce grows, all types of companies—VARs, staffing firms, as well as small and large solution pro-

viders like Pomeroy Solutions and Unisys—are working with the OnForce army of IT service professionals.

“OnForce is a highly valuable resource for all these service companies,” says Paul Nadjarian. “All of them have a need to find the IT service professionals with the right skill set in the right geography, on-demand.”

### **GETTING ACQUAINTED WITH WWW.ONFORCE.COM**

For those solution providers convinced that the OnForce contract model can help them grow their businesses, a visit to [www.onforce.com](http://www.onforce.com) will show them how quickly they can save time and build their bottom line. Start by taking a virtual tour. Clicking on the link in the upper right-hand corner will provide all the information you need to know to start placing a work order.

Take the time to explore the marketplace to get a good idea of which IT service professionals are working in your geographic region. Note that OnForce gives you the location of the IT service professional, the number of work orders the professional has completed, his or her past performance rating, and their certifications, which are verified by OnForce.

If you still have any questions about the OnForce contract model, contact an OnForce expert by clicking on the Help button and follow the prompts. Either online or via phone, an expert will help you learn how your company can utilize OnForce.

According to Nadjarian, OnForce’s revenue is approximately doubling every year, attributable to the success of its business model—an online marketplace that delivers 11,000+ highly-qualified IT service professionals to VARs and solutions providers across the U.S. and Canada.

“In order to grow a business, you don’t want to have to grow head count,” says Nadjarian. “We offer high quality at a lower overall cost. Who wouldn’t want to use OnForce?” ■