



# Modernized IT Services. Total Technology Assessment. Mobile Equipment Solutions.



When Platinum Recruiting first approached Van Ausdall & Farrar, their company had no IT support, and they were managing outdated equipment that couldn't match their needs. Van Ausdall & Farrar offered technology solutions that drove key efficiencies for Platinum Recruiting.



## **OBJECTIVE**

**Integrate IT solutions and update equipment to reflect the needs of the company.**



## **STRATEGY**

**Send qualified IT engineers and provide new technology to accommodate company growth.**



## **RESULTS**

**Promoted internal growth with updated IT solutions and equipment to match.**



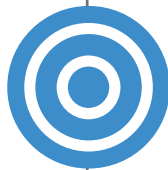
"Technology is easy to sell, as most don't know IT and can talk above the customer just to get them to buy. Van Ausdall & Farrar educated our team and gave us choices through their consultative approach. They established trust and equipped us with what we needed to grow."

Brian McCall, CEO, Platinum Recruiting



## THE COMPANY

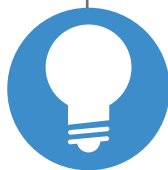
Platinum founded the Indianapolis office in 2008 during a down economy. They survived the recession by staying lean and hiring a small team of top recruiters, becoming one of the top Accounting and Finance staffing agencies in the Indianapolis, IN area in less than 5 years.



## THE OBJECTIVE

Platinum Recruiting was growing as a company, but it did not have the IT resources necessary to keep up their momentum. Their technology was also outdated and impeding progress for the business and customers alike. Van Ausdall & Farrar worked with Platinum Recruiting to prioritize which IT needs were most critical, and how they could create helpful solutions.

Additionally, Van Ausdall & Farrar saw they needed newer equipment. They began determining which technology would give Platinum Recruiting the means by which it could most efficiently and effectively serve its customers.



## THE STRATEGY

Van Ausdall & Farrar took a two-pronged approach to solving this client's needs. First, they performed an analysis and assessment of all of Platinum Recruiting's existing IT and equipment solutions. They discovered that their existing equipment was designed for a much smaller company, which would limit their potential for future growth. They revised their technology plan to give newer updates for a growing business.

The second step to Van Ausdall & Farrar's approach was to learn more about Platinum Recruiting's customers and choose engineers to best suit their needs. If the customer required a certain specialty knowledge or consideration, Van Ausdall & Farrar selected an engineer that was experienced in solving these types of problems. Van Ausdall & Farrar walked in with knowledge of knowing what we needed to do. Before the final proposal and plan, they brought an engineer in with them. Dug in deeper to see what changes need to be made. Walked back in the door with a plan.



## THE RESULTS

Less than 24 hours after their initial meeting, Van Ausdall & Farrar created a game plan for Platinum Recruiting. Within a few short months, Platinum Recruiting was better able to serve their clients with technology and staff in a cost-efficient, timely manner.

Van Ausdall & Farrar also provided increased security for all equipment, and created a mobile solution that would easily be transferred to Platinum Recruiting's new office space in the coming months. Platinum Recruiting was able to show their customers what makes them a premiere recruiting partner, and now had the technology to do it right.

Want to learn more about how Van Ausdall's solutions can innovate your business? Let's talk. **Contact us today at (317) 974-5548**



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