



CASE STUDY – Finsphere Corporation

Archer & Associates filled key corporate positions, implemented recruiting best practices, and deployed an applicant tracking system populated with talented candidates. This very young customer was poised to recruit and to retain the very best.

THE COMPANY

Finsphere was founded in Redmond in 2007 on the premise that both consumers and financial institutions are looking for new and improved ways of protecting themselves from fraud. The founding team of experts, with a collective experience of over a dozen startups, launched its Mobile Identity Protection (MIP) platform, a program to mitigate financial fraud at the transaction level. Finsphere is currently engaged with the world's leading banks that are using its MIP platform to enhance the protection of their customers' credit and debit cards and to help better detect and stop fraud.

THE SITUATION

As with so many young companies that are growing quickly, Finsphere lacked solid recruiting processes to support its aggressive hiring goals. Archer customized a program of sourcing, assessing and on boarding so that Finsphere would have a solid foundation to find and retain people for the future. At the time of Archer & Associate' engagement, Finsphere was a young company operating in "stealth" mode. Finsphere needed a collaborative partner to source and recruit highly specialized and unique skill sets to marry the financial and wireless worlds.

THE CHALLENGE

The challenges with recruiting for a company in stealth mode are immense given that the goal is to attract the best and the brightest candidates to an organization with no brand, no website and limited external marketing. Traditional and effective ways of recruiting could not be accessed; no posting or advertising of positions was allowed. Even the name of the company could not be revealed to a perspective employee until the interview process was underway.

THE SOLUTION AND RESULTS

Archer performed a recruiting audit to better understand Finsphere's organization, its business and its goals for growth. Archer worked with the customer and revamped its aggressive hiring plan to accommodate market trends and candidate availability. This allowed Finsphere to combine a number of key roles saving over \$150k in its first year. The stealth mode environment meant Archer put its most senior recruiters on the project -- seasoned recruiting professionals who were limited to working through referrals and headhunting using highly developed networks of relationships. Archer consultants modeled superior recruiting best practices that will remain the business practice at Finsphere. We left our customer with a developed pipeline of candidates and set up an applicant tracking system that will bring continued ease in capturing data and sourcing candidates for its future growth.