



Case Study → Infomedia

Background →

Infomedia Ltd is an Australian publicly listed company with headquarters in Sydney and support centres in Australia, Europe, Japan and North America.

Currently the Australian team comprises over 200 employees across three divisions; the Electronic Catalogue Division based in Sydney, the Data Management Division based in Melbourne, the Business Systems Division based in Perth and Brisbane, the IFM Europe Ltd based in Cambridge UK and the IFM North America Inc. based in Novi Michigan USA..

Infomedia's product development division was established in 1990 as a leading supplier of electronic parts catalogues for the automotive industry.

Its flagship software product, Microcat™, has become the global standard for the automotive industry, shipping to more than 46,000 dealers in over 160 countries and 25 languages. The company has accumulated over 20 industry and business accolades, including the 2003 Australian Export Award's ICT Award.

Historically, Infomedia have sourced new hires independently and while the company has used recruitment agencies on occasion, experiences have been fragmented and service received was poor. Prior to Infomedia's relationship with Best International, Laurie Facer, Development Manager for Infomedia was reluctant to engage the services of a recruitment agency.

The Challenge →

A lack of consistent and positive recruitment outcomes had impacted significantly on Infomedia's ability to meet increasing workloads. A fairly low level of brand awareness, a difficult to access location for candidates and a need for a clear and comprehensive screening process further impacted Infomedia's capacity to attract the calibre of talent they required. When approval was given for the appointment of four programmers with high level skills in C#, C++ and VB, Infomedia needed to hire quickly and efficiently, a referral to Best International was made via a contact in another department.



Case Study → Infomedica

The Solution →

Recognising the need to provide a timely solution, Best International immediately provided a project plan that enabled Infomedica to feel in control of the recruitment process, yet confident enough to hand over the hiring responsibility and ultimately save valuable management time. The plan detailed a process that would deliver all four candidates within a three week period against a schedule that clearly outlined each step, ensuring expectations were met.

Through its rigorous screening and selection process, Best International was able to provide Infomedica with a short-list of fully skills-tested, relevant and genuinely interested available candidates.

Built in to the fixed fee, agreed upfront and based on the 3 week project timeline, was the cost of testing and all other associated charges to hire. For the first time Infomedica were able to plan projects around new hires, reduce recruitment costs and save the time of senior management that could be spent elsewhere in the business.

Outcomes →

A greater level of control through sound communication has been instrumental to the success of permanent recruitment levels within Infomedica. Through a genuine commitment to understand the Infomedica environment, its nuances and market demands, Best International delivered all four candidates within the initial brief within the agreed time, with three commencing employment immediately and one starting just two weeks after the offer was made. This efficiency has had an incredibly positive impact on the Infomedica business.

Furthermore, as a result of this project, a process has been established where all future hires are technically tested before being presented for interview giving Infomedica a consistently valid technical assessment procedure.

Through a relationship that is defined by its 'integrity', as Infomedica's Laurie Facer describes it, the company has been able to gain from the benefits of working with a true solutions focused recruitment provider.



Case Study → Infomedia

What Infomedia had to say →

“Best International have a great understanding of the kind of people we’re looking for.”

“I have to say, that the underlying key to the relationship has been integrity.”

“Their communication with all the way through the process has left no room for holes or gaps in service – so we’ve been in tune with one another all the way.”

“They have saved us time and money on top of a great service and successful result.”

How Can We Help You? →

If you would like Best International to help control your contract costs or indeed if you have any other people related issues we’d be delighted to help. Please contact us.

- **Managing Director:** John McVicker
- **Telephone:** +61 2 9925 7666
- **Address:** 100 Walker Street,
North Sydney, NSW 2060
- **E-mail:** johnm@best-international.com.au
- **Website:** www.best-international.com.au