

CLIENT STORY

# Insperity provides HR infrastructure for company's multi-state growth

Number of employees: 240 | Headquarters: Goodyear, AZ

As a professional services company headquartered near Luke Air Force Base, Sonoran Technology provides professional services to the Department of Defense and other government agencies. The company specializes in aircrew training, cyber security, IT help desk, hospital administration, logistics support and facility support services.



After retiring from the Air Force in 2002, Paul Smiley moved into the private sector. Not satisfied with the culture at his new job, he was inspired to start his own business alongside his business partner Pete Ehrenfeld. They envisioned a business with a family feel that focused on hiring highly qualified people with the right attitude.

In 2007, amid the worst recession since 1932, Smiley and Ehrenfeld launched Sonoran Technology as a home-based business. While many new businesses fail within the first two years, Sonoran Technology weathered the economic storm. Today, the company employs 240 workers in 27 states with 80 percent of employees being U.S. military veterans.

## ANSWERING A NEED FOR AFFORDABLE BENEFITS

Sonoran Technology wanted its employees to have competitive health and welfare benefits, especially those who weren't covered under the military's retirement system. Overwhelmed by having multiple insurance vendors for different types of coverage, in 2009, they embarked on a search for a business that could help streamline benefits.

"We wanted to bring our health and welfare benefits into one place at a price we could afford. But we also wanted to make sure we were compliant with all the laws," Smiley said.

As the company began exploring their options, they found everything they needed – and more – with Insperity.

## OVERCOMING HR COMPLIANCE HURDLES

"With Insperity, I save a lot of time not worrying about HR type issues," he said. "Like all small business owners, my time is valuable. I have to run the company, grow the company, lead the company, and ensure our internal and external processes are working. If my staff and I have to spend time worrying about Obamacare compliance, state regulations, state taxes, and unemployment laws, we wouldn't have time to effectively execute our contractual obligations or take care of our employees. Time is an expensive commodity that must be used wisely."

But it's not just time that he's saving – there's a bottom line benefit as well.

**"Insperity has absolutely saved us money."**

– Paul Smiley

"For the size of our company and what we do and the number of states we do it in, I would need five HR people. Right now, I only have one HR manager and one part-time HR assistant. With Insperity, I get a whole HR team 24/7. They have everything I need – EEOC, payroll, the whole thing."

## FINDING QUICK, ACCURATE PAYROLL AND ONBOARDING

Timely payroll and onboarding are especially important for Smiley's business model because when new contracts are won, the company must mobilize new employees quickly.

Recently, the company brought on 37 employees all at once, and with the help of an onsite Insperty representative, onboarding was done within two hours.

"It gives our new employees the confidence when their transition goes well – including all the things their wives and husbands find important such as 401(k), medical, dental and vision benefits. The continuity of those things with Insperty makes it consistent and simple," Smiley said.

## CONTINUING A CULTURE BY DESIGN

With Insperty as their ally, Sonoran keeps employee relations and company culture a top priority. The company recently started taking the pulse of local offices by administrating an employee climate survey through Insperty.

"One of the things that came about from our climate survey was that we needed to revitalize and put more spunk into our rewards and recognition program," Smiley said.

This year, an Insperty performance specialist attended the company's annual leadership conference in Las Vegas and led a two-hour discussion on the topic.

"We didn't want a one-size-fits-all program. Our Insperty performance specialist was able to offer ideas, suggestions and also facilitate a very meaningful discussion about how to revise the program," Smiley said.

## WHY INSPERTY?

As winner of the 2016 U.S. Small Business Administration Small Business Person of the Year for Arizona, Smiley is actively engaged as an advocate and mentor for other business owners in his community. He says he often hears echoes of the same concerns from other leaders – complaints that HR matters are keeping them up at night.

Smiley isn't tossing and turning with the same fears.

**"Insperty walks us through those tightrope HR situations, making sure we're compliant."**

– Paul Smiley

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