



## Case study: Software firm finds growth pains eased by Insperity

“The liability of making HR decisions is greater than you can imagine. Insperity helps me manage that burden with the best resources in the business.”

—Brian Marshall, president of Primary Solutions

Primary Solutions doubled in size overnight after purchasing another company last year, but company president Brian Marshall hasn't spent sleepless nights worrying about HR issues. “We're expanding into other states, but Insperity is already there, and they have the knowledge of what's required to hire and pay people in those states,” he said. And he's grateful he paid attention to Jim Nantz when he heard the Insperity spokesman promoting Insperity services during golf tournament commercials.

### Their challenge

“It was 2013, and Obamacare was looming,” Marshall said. “We offered health insurance, but the new regulations scared us. We had to shop (coverage) every year or two with a broker, and our rates were going up by double digits.

“We were also moving toward becoming a larger employer, and we knew that we lacked in HR knowledge. Our HR staff was one person spending about a third of the day on HR, and we were concerned we weren't handling issues correctly.”

**Client:** Primary Solutions

**Number of employees:** 70

**Location:** Columbus, OH

**Industry:** Software/billing services

**Insperity client since:** 2013

**Services used:** Insperity® Workforce Optimization® solution, Insperity 401(k) Plan, Insperity TimeStar®

**Overview:** Primary Solutions provides software, billing, training and consulting for personnel in Ohio and Indiana serving persons with intellectual and developmental disabilities (IDD).



## Our solution

“You don’t know what you don’t know about HR,” Marshall said. “The things we originally came to Insperty for were taken care of, and then we realized how much more we could get from just this one provider and not have to piecemeal our HR services.”

### With Insperty:

- Access to quality employee benefits improved. “Benefit options for employees are very broad and very affordable, because of the large pool of customers. And price increases are less than anywhere else we’ve shopped,” said Marshall.
- Job descriptions and the employee handbook have been updated, something Marshall says was “much needed.”
- Annual mandatory trainings and web-based training courses let employees choose the training they need to improve their job skills. “The training resources are exceptional.”
- The Insperty Premier™ platform gives employees self-service resources, and Marshall says it “is the best website available for any information our employees need.”
- A switch to the Insperty 401(k) Plan has benefitted employees’ savings for retirement.
- The Insperty® TimeStar® solution has helped Primary Solutions better manage its growing workforce.

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**“I sleep better at night knowing I have the most experienced HR staff backing me up.”**

– Brian Marshall

## The result

“We’ve seen 100 percent growth in revenue since we’ve been with Insperty, up from 58 percent in the previous four years. We’ve had 55 percent growth in profit.

“We have a better educated staff thanks to the Insperty training opportunities that are provided. Clarity of roles within our organization has allowed us to focus on company goals. Our HR staff person can focus on our company mission, vision, values and culture, and on hiring great people. We also know we can count on Insperty to provide the answers we need when we have HR-related questions. Getting assistance with our employer-related HR liabilities provides a huge level of comfort,” said Marshall.

Marshall believes a big key to the success of the relationship is a continued relationship with his business performance advisor and service team. “They’re available to work with me locally, they’re very accommodating, and I think it adds to a sense of partnership.

“Insperty isn’t cheap, but the value received is well worth the money.”

## Why Insperty?

Insperty provides full-service HR, employee benefits and HR software to America’s best businesses. Whether you choose our complete Insperty® Workforce Optimization® solution or our comprehensive human capital management and payroll solution, Insperty® Workforce Acceleration, you receive the support and follow-through to be fearless in the face of HR challenges and achieve the dreams you have for your business.

**Learn more** [insperty.com](https://insperty.com) 800-465-3800