



## MSPs: Evolving for the Extended Workforce

With Curt Paquette, Chief Operating Officer, GRI



**Curt Paquette**  
Chief Operating Officer

The demand for MSPs is greater than ever, and GRI's expectations for what their programs will achieve have also risen significantly. Given this climate and the fact that organizations now employ an increasingly diverse mix of internal and external workers, many MSP providers are shifting from traditional MSP offerings to extended workforce solutions.

Geometric Results Inc. (GRI) is one such provider. Here Curt Paquette, GRI's chief operating officer, discusses GRI's success with extended workforce solutions, how providers can stay relevant in light of these changes to the market, and what the future holds for MSPs.

**Q:** How have clients' expectations of MSPs changed in recent years?

**A:** While there are still companies getting their first taste of an MSP, many are operating second- and third-generation programs. Companies with established programs have been disappointed at the inability of some providers to keep promises to move into strategic management. The basic blocking and tackling are not good enough anymore—clients want thought leadership. They want to learn best practices and how their providers can bring more value to their extended workforce program.

Analytics have also changed the game. Clients can now use their VMSs to uncover specific data points, but often struggle to transition that data into positive program changes. This need to use data to inform business decisions is pushing the industry to offer strategic thought leadership. We used to provide merely tactical operational systems, but that no longer results in the sought-after successes. And, workers are seeking different opportunities. Younger workers want options beyond those offered by traditional staffing firms. New technologies are the key to finding and securing a wider range of top talent.

**Q:** Why has GRI made the shift from being a traditional MSP provider to extended workforce solutions?

**A:** The industry is flooded with workforce solutions, which can be overwhelming, so we help our clients sift through what's out there. GRI stands apart in that our independent market position allows us to investigate all channels for talent, unlike many of our competitors. The changing structure of the workforce also spurred us to change. Taking a strategic look at our clients' needs over the past months showed us that what worked even five years ago was no longer enough. So, we are now evolving into the company that we believe will support our clients as a strategic partner and thought leader.

**Q:** What do solutions providers need to do to remain pertinent in light of these changes?

**A:** They need to listen to their clients. Every business wants to uncover added value, and often times, the best solutions come from the clients themselves. Once the ideas emerge, it becomes the role of the workforce solutions provider to create that new solution. By creating partnerships and utilizing emerging technologies, workforce solutions providers will be able to address the ever-changing world of non-employee labor.

**Q:** What role do partnerships play in areas such as technology, as MSPs work to meet the needs of today's businesses?

**A:** Partnerships are one of the most important components of non-employee labor management. No one solutions provider can be an expert at everything, so joining forces with those who can strengthen your offerings will only improve client outcomes. As an independent solutions provider, GRI has established strong partnerships that allow us to bring our clients unmatched services related to talent clouds, VMS, FMS, payrolling, independent contractor compliance, and benchmarking.

**Q:** Where do you see the workforce solutions industry heading in the future?

**A:** Technology, the changing workforce, peripheral services, and globalization will continue to push the boundaries of workforce solutions. Industry buzzwords like "total talent solutions" sound great, but in reality, our clients want options, not one overarching solution. They want flexibility and innovation. To find success in the future, traditional MSPs will have to do more – they will have to look at self-sourcing and direct sourcing as an opportunity. Consulting and partnerships will also expand and play more important roles.