

Genuine Technology Group grows by embracing on-demand labor

 **GENUINE TECHNOLOGY GROUP**
CASE STUDY



FIELD NATION
fieldnation.com

CUSTOMER

Genuine Technology Group (GTG) provides managed IT services that help their customers grow and transform. They currently serve six different verticals (health care, food production, law enforcement, biodiesel, finance, and wholesale) and manage around 2,500 users across six states

CHALLENGE

Growing into new verticals and geographies without sacrificing on cost or quality of service

SOLUTION

- Partnered with Field Nation to build a network of on-demand engineers that could support geographical expansion with existing clients
- Leveraged on-demand labor to connect with new clients and expand into new verticals

RESULTS

- Grew revenue 400% in 2020
- Expanded beyond their initial 15-mile service radius and now work with clients nationwide
- Expanded into net new verticals – specifically food production, biodiesel, finance, and wholesale
- Took on much larger clients, now able to work with companies that employ up to 600 end-users
- Grew to support 1,200 users across six states

[Genuine Technology Group](#) is an IT service provider based out of Portland, Oregon that delivers networking, cloud storage, and security solutions to clients across a diverse set of industries.

When they co-founded the company four years ago, CTO Ernest Murry and CEO Nate Brooks did so with the intention of supporting their local community. This emphasis on tapping local IT resources and serving local clients limited opportunities for growth.

“We restricted ourselves to serving people or serving clients within a 15 mile radius,” Murry explained. “Pretty much anybody who called in outside of that we would decline to serve them or provide them service.”

But in early 2020, GTG had the opportunity to bring on a large client with 19 locations across four states. While the prospect of growing into new territory was exciting, the company was nervous about capacity.

“We thought they were a great fit for us,” Murry noted, “but we were concerned about how we were going to be able to support all of those locations across the different states.”

“And that’s where Field Nation came in.”



Growing with Field Nation

Since partnering with Field Nation, GTG has experienced impressive growth in terms of sheer numbers, geographical reach, and the types of companies they service.

In 2020, a year that ground many businesses to a halt, GTG was able to grow their revenue 400%.

Additionally, GTG was able to expand its client list into new verticals. Since partnering with Field Nation, GTG has added clients in food production, biodiesel, finance, and wholesale.

Perhaps most significantly, working with Field Nation has empowered GTG to provide service to companies far outside their initial 15-mile service zone. This geographical expansion is supported by GTG's strategic leveraging of on-demand labor through the Field Nation platform.

"Field Nation provides us with the tools to properly vet an engineer before we dispatch them, before we assign them to the ticket," Murry explained.

He continued, "It also gives us the ability to control costs. We don't have to have a full-time engineer in a location where we've only got a client with five users. We're able to get quality on-demand work, and we're able to bring in resources depending on what's required. Whoever we need, whatever we need, we're confident that we can get them there."

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The confidence to scale

Murry sums up Field Nation's impact this way: "Field Nation has given us the confidence of becoming a nationwide IT service provider, which we did not have before."

This confidence is integral to GTG's tremendous growth over the past year which, for Murry, relates back to "the peace of mind knowing that we have this large workforce we can tap into when we need it, knowing that the technicians are going to be responsive and excellent at what they do."



GTG has successfully passed this confidence along to its clients, who know that they can rely on GTG (and their flexible, hybrid workforce) to support them through periods of growth and transformation.

Murray has a great example: "One of our clients just bought three more locations, and they told me they wouldn't have had that confidence to scale without us and our labor force."

GTG's immediate focus remains on growth, and Field Nation is at the core of this plan.

One of our clients just bought three more locations, and they told me they **wouldn't have had that confidence to scale without us and our labor force.**

In Murry's words: "It's time for us to go through another growth spurt and grow another three, four hundred percent."

If you're curious about the nationwide resources and opportunities for growth that Field Nation can connect you with, [reach out to our team.](#)

About Field Nation

Field Nation is the leading on-site talent platform connecting companies and service professionals to get work done.

Learn more at fieldnation.com

