



 **Firstbase** earnest

**Earnest Analytics + Firstbase = Team Member-Centric IT**

Ensuring Global Workforce Needs Are Met Cost-Effectively & Consistently

# Transforming Raw Data Into Actionable Insights is Earnest Work

[Earnest Analytics](#) provides clients with critical knowledge on the consumer economy to power data-driven business decisions. Thousands of business professionals, investors, and consultants leverage the Earnest platform to make more informed strategic and investment decisions, particularly clients in the restaurant, retail, and e-commerce industries. Earnest's VP of Corporate IT Francis Calata explained, "Earnest works with world-class data partners to transform raw data into actionable insights for business and investment professionals."

With a number of team members residing in Europe, Francis was looking for a partner that could help Earnest not only equip a global team, but also provide a uniform experience.



*"The main business case for Firstbase was giving time back to the team because our IT team is just two people, myself included."*

**Francis Calata**  
VP of Corporate IT

**THE CHALLENGE**

# Transforming the Global Team Member Services Experience Without Hurting the Bottom Line



After surveying the team and reviewing their Net Promoter Scores (NPS) and Customer Satisfaction Scores (CSAT), Francis saw that his European colleagues were suffering. They were not experiencing the same onboarding and offboarding benefits because the procurement and logistics process was different.

How does a team of two onboard (and support) people regardless of where they are? With help from the right partner. Here were the capital expenditure factors causing concern:

- Getting the monitors and other necessary peripherals to workers promptly
- Managing break/fixes throughout the team member's tenure
- Negotiating cost per asset to increase the buying power over time
- Handling the leases

To ensure global workforce needs were met cost-effectively, Earnest looked to Firstbase to manage all of the above.

THE FIRSTBASE SOLUTION

# Cost-Effective & Team Member-Centric IT



## Getting time back

We've previously highlighted the logistical expenses associated with equipping a global workforce, but what about the sheer amount of time Francis and his colleague Ethan need to dedicate to this?

"Firstbase addresses the needs of a global company in an efficient manner. The procurement team at Firstbase is able to purchase assets at highly competitive rates. As a result, this reduces internal overhead on our part."

–Francis Calata, VP of Corporate IT

## Hassle-free movement of assets across the EU

A difficult task for the Earnest IT team of two, there are a lot of pains simply moving the assets around. Managing (and budgeting for) value-added tax, dealing with border control (especially if you're shipping from a warehouse in the US) and the associated time delays, and the disparity in transit options within the EU are just some of the barriers.

*"The way Firstbase has distribution centers in specific areas to get the assets to the right people in a reasonable amount of time is very helpful."*

**Francis Calata**  
VP of Corporate IT





### Great onboarding... beyond Day 1

For Earnest, onboarding is so much more than getting the computer delivered to your home. “You measure the true success of your onboarding experience based on the amount of IT tickets coming in after a team member first day,” Francis mentioned. “You need to be able to anticipate what this new hire may be asking for, and you need to address that ASAP.”

Earnest’s KPI for a successful onboarding experience is a 98% CSAT expressed by new hires—no one is complaining about slow (or lack of) laptops, everyone has access to all the apps and systems they need, and post-day-one asks for new equipment (“Oh, I forgot I needed a keyboard.”) are handled. “We really lean on Firstbase for that additional expectation. If someone needs a keyboard, they can go in the portal and choose the one that properly aligns with their needs, and they can quickly get the approval from us.”

### Quick asset replacements

The break/fix cycle for remote workers is more complicated due to the isolation of that worker from the IT team. The downtime needs to be decreased as much as possible so the team member can get back to work in no time. “Firstbase quickly swaps the broken piece of equipment and handles the fixing on the backend. Not a lot of vendors do that,” explained Francis. “They try to debug and investigate, but meanwhile, that team member is blocked until it is actually fixed.”

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**Francis Calata**  
VP of Corporate IT







# The Firstbase Advantage

Firstbase is the industry pioneer and leader in transforming employee equipment processes for the distributed work era.

Firstbase built the industry's most powerful, global platform that combines delightful employee experience and self-service, streamlined SaaS automation across administrative workflows and asset management, plus powerful integrations with Workday, BambooHR, Namely, ServiceNow, Oomnitza, and other leading HRIS and ITSM/ITAM platforms.

The Firstbase platform executes all your physical operations and logistics to support workers from before day one through to offboarding. And Firstbase offers a vendor-neutral, flexible procurement approach. Purchase or lease from Firstbase, or simply ship us your equipment. Finally, Firstbase can not only handle your new equipment, but your legacy fleet as well.

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