

# Kyria Case Study



## 9-20 eliminates recruitment risk for Kyria, a start-up business

Kyria is a small but highly successful Scottish IT firm specialising in the development of bespoke business intelligence and process solutions based on Microsoft technologies, specifically in the Energy sector. Kyria builds long-term strategic relationships with its customers, who are typically medium to large enterprises.

As it grew initially, Kyria's new staff came from a pool of people who were already known to the directors or existing employees. This strategy had worked well for Kyria at first, but eventually, however, and as many start-up businesses discover, the supply of candidates from this source ran dry.

### **Kyria needed a senior ASP.NET developer quickly**

This was exactly the position Kyria found itself in when it needed to find a senior ASP.NET developer at short notice and there was not a candidate in sight. Keen to recruit the right person, and quickly, Kyria turned to 9-20 recruitment, who took a full and comprehensive brief and profiled the role in detail.

"I was very wary about recruitment consultants", explains Kyria's Managing Director Howard Perkins. "But the 'guaranteed placement' was a big factor in the decision to proceed. As a small business we can afford to use a recruitment consultant, but only if they get the right results."





## **9-20 offered to share the risk - a key factor in Kyria's decision to proceed**

9-20 recruitment's partnership approach to Kyria's recruitment included a three-month guarantee on every placement and a six-month invoicing structure. This effectively meant that 9-20 recruitment was prepared to share the risk with Kyria of taking on any new employee. Furthermore, Howard was impressed with 9-20's knowledge of the IT market: "They have an excellent understanding of the IT sector, and understand the requirements of a start up business mixing office and home-based working environments."

## **9-20 provided a strong shortlist of candidates, and some unexpected extras**

Quick to grasp Kyria's needs, then, 9-20 recruitment identified a strong shortlist of candidates, including one ASP.NET and one lead developer. "This approach was much more useful to us than an agency which sends us a pile of CVs, most which are not appropriate to our needs," explains Howard. Along with the shortlist came many intangible benefits Howard wasn't expecting, such as salary and market data and enhanced brand exposure.

## **Kyria is free to focus on growing its business**

Howard notes: "I hadn't appreciated the effect that 9-20 pushing us as a company worth working with would have. It has increased our profile all round, not just with potential employees - other people have started picking up the phone to us." Howard concludes: "It's good to know that as a growing company we can concentrate on the sales end of our business whilst 9-20 delivers the right resource."



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