



## CASE STUDY

# ONE OF AUSTRALIA'S MOST RESPECTED RESEARCH AND ANALYSIS FIRMS TRIALS FLAT PLANET.

When Louis Christopher, owner and Managing Director of SQM Research and Adviser Edge, first heard about Flat Planet he was a little bit unsure.

No doubt the proposal was compelling.

On one hand, SQM could gain access to skilled staff at a fraction of the cost of hard-to-get local talent. On the other hand he had concerns about the quality of the work, how would he manage them, would some unforeseen issue arise?

Bottom line, the proposal seemed on the surface to be too good to be true; there must be some sort of catch?

"I was not nervous," says Christopher, "it is more that I was wary."

### Testing The Proposition

The way forward was to test the proposal.

Working with his Communications Manager, Christopher put together a simple test around a project involving his CRM and contacts database.

He had maybe 1000 business cards in the office that had never been properly entered into a central corporate database.

"We conducted some tests locally and worked out exactly how much time the task would require, thereby costing the project," says Christopher. "For the purpose of the test, we then handed the task over to Flat Planet and task over to Flat Planet and waited for the outcome."



### About SQM Research

Property Research, Valuations, Forecasting, Statistics, Data SQM Research is an independent property advisory and forecasting research house which specialises in providing accurate property related advice, research and data to financial institutions, property developers and real estate investors.

It is founded and run by one of the country's most recognised and respected property analysts, Louis Christopher.

[www.sqmresearch.com.au](http://www.sqmresearch.com.au)



*"We now understand the service is professional and reliable"*

**Louis Christopher**, Managing Director  
SQM Research

The project ran very smoothly. In fact, the Communications Manager was able to take annual leave during the trial.

"We checked accuracy on a daily basis and it was very good," says Christopher. "We also received daily reports on progress."

"This was not a big project and we spent a lot of time setting it up," said Christopher. "None-the-less, if you take all the time and costs into account we saved at least 10%."

"If the project had run longer, we would have saved a lot more," he said, referencing the set-up costs.

### Confidence

Most importantly, the test has given Christopher confidence.

"I now understand that the service is professional and reliable," said Christopher. "I am prepared to think about placing more projects with Flat Planet and even to think about potentially placing an on-going business process with them."

One intriguing idea is the potential to use the Flat Planet model to open up new channels to market.

"There are market opportunities that our business is aware of, but has never trialed due to the associated resourcing costs."

"We place very high value on our Australian team to continue delivering our products and services," says Christopher. "So for us we are not thinking about using Flat Planet to cut existing costs."

"Instead, we are thinking of Flat Planet as a way to do all the things that we would like to do, but have so far left undone."

"We are thinking Flat Planet might prove to be a way to open new markets and bring new products to the market."



Flat Planet is a Virtual Talent Agency.

We help Australian businesses open the door to the high-value global talent market.

By 'high-value' we mean highly-skilled, educated and experienced staff at a small fraction of the cost of sourcing those staff locally - that is, if you can find them locally.

Our teams operate under Australian management from executive offices located in the heart of Manila's financial district of Makati.

The unique Flat Planet virtual talent model delivers a simple, easy-to-understand, turn-key solution that enables Australian businesses to tap offshore talent without taking on unnecessary risk.

[www.flatplanet.com.au](http://www.flatplanet.com.au)



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