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Flat Planet launches new corporate website

(Manila, Philippines, September 5, 2012) Flat Planet, Australia's leading virtual talent company, announced the launch of its new corporate website (www.flatplanet.com.au). The site was conceptualized and developed by award-winning strategic marketing communications agency TeamAsia.

The new website showcases Flat Planet's unique approach to offshore recruitment and offers a range of resources to help small- and medium-sized businesses achieve competitive advantage by leveraging the expertise of Philippine-based professionals. The site features a step-by-step tutorial on engaging virtual talent, a blog focused on trends in engaging virtual talent and business and technology development, news, informational video, and registration access to the company's e-newsletter.

Founded by entrepreneurs Chris Moriarty and David Barlow, Flat Planet aims to break down global talent barriers to facilitate growth and service delivery by providing businesses with convenient access to the Philippines' high-value talent pool.

"What we are doing is revolutionary for Australian businesses," Moriarty said, "providing the means to engage and manage a global workforce. Because our online presence is so fundamental to communicating this value proposition, we engaged TeamAsia to work with us on the basis of their professional expertise, creative capability, and brand communications track record." Moriarty said TeamAsia also impressed him with its responsiveness and high-touch service culture.

"The Flat Planet website is an interactive tool for matching Flat Planet clients with virtual talent," said Michael Alan Hamlin, managing director of TeamAsia. "It works so well that within days of going live, a significant new client leveraged this engagement tool to match its talent requirements with Flat Planet resources, signing a long-term agreement with our client. That's about as close to instant satisfaction as it gets," Hamlin said.

Moriarty, Flat Planet's chief executive, said the enhanced Flat Planet website facilitates engagement with prospective clients by demonstrating the benefits of using virtual talent while providing rewarding career opportunities for Filipino professionals. "Our model is straightforward compared to outsourcing business processes to a BPO company. Our clients enjoy direct access to professional talent, and we ensure quality and security standards for both clients and employees.

"That's something online freelance service providers just can't do, or guarantee," Moriarty said.

According to a 2010 McKinsey & Co. Global Survey, developed economies will be challenged to achieve consistent growth without making substantial gains in labor productivity. Flat Planet offers the opportunity for companies in Australia's developed economy to enhance productivity by enhancing business processes through leveraging professional staff offshore. By tapping into the global talent market, Flat Planet clients expand the universe of capable people to help them meet their goals, according to Moriarty.

"The world is indeed becoming more flat," said Barlow, Flat Planet sales director. "Competitive pressure globally means more opportunities for everyone, particularly for professionals that are highly motivated, educated and focused on their aspirations for building a better future for themselves and their families."

TeamAsia helps companies build and sustain brand visibility through a range of services developed over two decades of industry leadership. For Flat Planet, TeamAsia provided creative design, editorial, web development, search engine optimization (SEO) services, and search advertising through Google AdWords.



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Find the Right Talent
Provide us with a detailed description of tasks and required skills you need from a virtual talent.



Get a Quote
Receive a price estimate based on your job or task description and we will start reviewing CVs for you.



Hire Talent
Interview highly qualified shortlisted candidates and hire the best talent to get the job done.



HAVE YOU THOUGHT ABOUT...
Have you thought about hiring someone to keep your website up-to-date? What about your blog? These tasks can be accomplished by a highly qualified virtual employee working in a remote office in the Philippines at Flat Planet.
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Videos



Sky Business - Flat Planet
Reporter John Kerrison interviews Chris Moriarty about Virtual Talent to compliment Australian and global businesses.

as seen on





Flat Planet - Corporate Video Presentation
A way for Australian businesses to access highly educated talent in the Philippines.

Testimonials



"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."
Louis Christopher
Managing Director, SQM Research



"The quality is higher than we expected, and the turnaround time, communication and responsiveness was excellent."
Rob Bryant
Director, Blacklight Productions

Companies who have worked with Flat Planet include:



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About Flat Planet

Flat Planet is Australia's leading virtual talent company. We create a level playing field—any business can now quickly and easily gain the same access to high-value talent available globally to large corporations. Our job is not to give you just any employee; our job is to secure for you the dedicated services of the best and brightest from the experienced ranks of the specialized and professional workforce. The unique Flat Planet virtual talent model delivers a simple, easy-to-understand, turn-key solution that enables Australian business to tap offshore talent without taking on unnecessary risk. For more information on Flat Planet, visit www.flatplanet.com.au.

About TeamAsia

TeamAsia is an award-winning strategic marketing communications firm that develops place, corporate, and personal brand strategies, creative concepts, and marketing communications programs and campaigns incorporating events, public relations, and Web 2.0 tools for its clients. Its core businesses include design services; public relations, editorial, copywriting, and SEO services; media relations; event management; online campaign management; and web development. The agency also offers workshops and seminars primarily related to its core communications businesses. Visit www.teamasia.com to learn more.

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