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## Enabling a global leader to cost-effectively meet IT staffing requirements and vendor diversity goals

*“MDI’s contributions go far beyond the right people and the right pricing – it’s their discipline and total partnership approach. They are easy to work with and provide good value – simply one of those firms you don’t have to worry about.”*

– Global Procurement Director, Worldwide Beverage Company

### The Client

A leading manufacturer, marketer and distributor of nonalcoholic beverage concentrates and syrups that are used to produce nearly 400 beverage brands.

### The Challenge

To help drive maximum business results, this beverage company (“the client”) employs a flexible IT workforce strategy designed to have the right people in the right roles at the right time. Maintaining optimal technical staffing levels requires ongoing procurement of a significant volume of contingent IT professionals from technical staffing firms.

In 2003, the client’s newly hired director of global procurement assessed the company’s IT Managed Vendor Program (MVP) and determined its existing vendor pool was not sufficiently diverse, competitive or cost-effective.

### The Solution

The client implemented a comprehensive bid process in order to identify ideal staffing partners who would provide high-quality service and top-tier consultants at an agreed-upon rate range, and enable the company to meet its significant diversity targets. To ensure a fair and accurate evaluation process, each of the eight competing vendors was interviewed and rated on 43 weighted metrics.

MDI Group (MDI) quickly rose to the head of the pack. “We were fairly wowed after the first two meetings with them. Their pricing was in line, the response was good and tight, and they were the right size. We were also pleased they used PeopleClick, since we wanted to transition to an automated staffing tool,” said the client’s Global Procurement Director.

### Award-Winning Diversity Partner

MDI Group is a women-owned business highly committed to advancing business opportunities for minority- and women-owned firms. In its role as Master Vendor for this large corporation, MDI was responsible for seeing that 30 percent of the client’s requirements were filled by qualified diversity vendors. Through its strong mentorship program and diligent efforts, MDI ensured this target was exceeded every year. In fact, since MDI was named Master Vendor, the MVP has consistently achieved a nearly 40 percent spend through diversity suppliers.

In recognition of MDI’s commitment to advancing business opportunities for women and minority business owners through its mentorship programs and supplier diversity forums, the client presented MDI with one of its most prestigious partnership awards.

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- Global Procurement Director

The client selected MDI as one of its three primary vendors and, based on its proven track record, commitment to supplier diversity and significant PeopleClick experience, MDI was chosen as Master Vendor. In this role, MDI was assigned to administrate the vendor-neutral MVP.

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From the outset of the revised program, MDI's primary responsibilities were to:

- Create a team environment where all suppliers were focused on placing resources who met the client's stringent cost, quality, delivery and service requirements
- Provide mentorship to a new preferred supplier, a small Asian-Indian American-owned business.

To build momentum for the program, MDI's Senior Account Executive was placed full-time at the client's site to promote the MVP and provide personal, responsive and effective service. Being on site gave MDI an in-depth understanding of the client's culture, technology and business projects, and the ability to provide department managers with ideal candidates.

Next, MDI concentrated on providing strategic mentorship to the new diversity vendor. To position this supplier for long-term success within the client organization and overall marketplace, MDI initiated a strategic mentorship program. To expand the vendor's capabilities, MDI introduced it to the practices and systems used to manage large programs for corporations. MDI also helped the diversity firm's management team develop relationships within the client organization, and integrated it into the PeopleClick system so it could receive and process all candidate requirements at the same time as all program vendors.

"MDI's contributions go far beyond the right people and the right pricing – it's the discipline they put into the process and their total partnership approach," the director stated. "MDI was the linchpin that made the program work among the vendors. I was most impressed by their willingness to mentor a smaller diversity firm we engaged, and how they helped it run its business better."

## The Results

MDI has played an instrumental role in the success of the revised vendor program. To ensure all vendors worked together as program partners, MDI implemented a seamless communication process that blurred the boundaries between individual suppliers. Program information and updates are disseminated to the entire vendor pool, and there is a constant and consistent flow of communication between all team members.

MDI also enhanced the program – and improved diversity-spend tracking – by implementing new procedures, processes and an automated VMS. MDI was instrumental in helping the client convert from a labor- and time-intensive manual procurement process to PeopleClick. This detailed implementation project involved streamlining, documenting and implementing workflows, procedures, forms and templates. "MDI's dedicated approach resulted in a seamless implementation of PeopleClick," said the director. "To this day, they continue to come up with new ideas for enhancing its capabilities."

Working collaboratively with all program suppliers, MDI ensured the client received the best talent and service at fair market rates. MDI also created the final rate chart for the program, helping control IT spend by putting "not to exceed" rates for all suppliers to follow.

Today, MDI oversees the client's \$18 million IT Managed Vendor Program, ensuring more than 125 IT positions are accurately and quickly filled each year, diversity goals are achieved, supplier contracts are adhered to and hiring managers' expectations are met. MDI also fills a significant percentage of the client's requirements within a wide range of disciplines, including:

- Database Administration
- Project Management
- Business Analysis
- Infrastructure Specialists
- Instructional Design
- Testing

"We have an annual supplier rating and MDI scored very high," the director concluded. "They are very easy to work with and provide good value – simply one of those firms you don't have to worry about."

MDI continues to identify process improvements and cost-saving strategies for the client through stringent quality control measures, and standard and ad-hoc reports that allow the client to track spend and make proactive business decisions. As a result of its partnership approach, impressive track record and high level of service, MDI was awarded an open-ended engagement extension.



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