

Canada-based GenoLogics Surmounts HR Challenges with TriNet



GenoLogics was looking to accomplish two important business objectives: attract top talent and remove substantial obstacles from its ability to manage a cross-border workforce.

Based in British Columbia, GenoLogics develops software that provides data management and workflow solutions for the life sciences industry. Given its role in helping researchers and academics manage complex sets of data, it's easy to see why the company understands and appreciates the need for efficiency. And when it came to human resources, GenoLogics turned to TriNet for help.

Customer Profile

Industry: **Software/Biotech**
Company: **GenoLogics**
Website: **www.genologics.com**
Joined TriNet: **2005**
Location: **B.C, Canada**
Employees: **70**

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Brandie Yarish

Human Resources Director
GenoLogics

Reaching Across Geographic Boundaries

One of GenoLogics’s major challenges was managing a distributed workforce. Based in Canada, the company had several U.S.-based salespeople. It also wanted to look at employing staff in the United Kingdom.

According to Human Resources Director Brandie Yarish, TriNet offered cross-border capabilities to resolve these problems. “TriNet’s ability to handle U.S.-based staff for a Canadian company enabled us to hire the people we wanted without worrying about HR procedures or tax rules. And we’re looking at using TriNet’s international services as well. By handling these geographic issues as well as allowing us to perform most of our routine HR transactions over the web, TriNet makes our life a lot easier.”

Enticing Talent into the Fold

GenoLogics also gained a competitive benefits package that allows the company to recruit quality people successfully. “It’s hard to find the right U.S.-based talent, and the players we need are often being wooed by larger, American employers,” Ms. Yarish explained. “We have to explain to them why they should join a small Canadian company. TriNet gives us the bargaining power to do that.”

Ms. Yarish has personally used other Professional Employer Organizations (PEOs) such as TriNet in the past, but believes that TriNet offers several powerful advantages. “They’re large and they’re experienced with nearly 20 years in the business. They’re registered and accredited with NAPEO. And they have an excellent reputation for customer service—their salespeople and Account Management team are by far the best I’ve ever encountered.”

The Right Cultural Fit

Ms. Yarish believes that many of these traits can be tied back to TriNet’s emphasis on only working with highly skilled professionals. “They focus on a certain population and tailor their services to meet their needs. It means they’re able to be a great cultural fit for their customers as well as a great service provider.”

Ms. Yarish concludes, “Several of TriNet’s competitors continue to call me, but I’ve been so satisfied with TriNet that I continue to refer business to them. For companies with similar needs as GenoLogics, I highly recommend TriNet’s services.”