

AVIONTÉ  
CONNECT

# Understanding the VMS/MSP Landscape

Turning Complexity into Profit

VMS



FRONT OFFICE

BACK OFFICE

MOBILE

AI & AUTOMATION

VMS

INTEGRATIONS

ANALYTICS

# About This Session

Protect your share of the wallet and remain profitable while discovering new revenue opportunities.

- 1 The Evolving Role of a VMS

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- 2 Winning in a VMS Driven World

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- 3 Leveraging VMS Data for Growth

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- 4 To MSP or not to MSP

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- 5 Using VMS to Increase Revenue & Wallet Share

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- 6 Q&A

# Introductions

Welcome to **CONNECT!** Thank you for joining our session.



**Rob Geist**

SVP, Growth

**SIMPLE**



**Jay Bauer**

Director of Business  
Development

**SIMPLE**

# The Evolving Role of a VMS

- Recruiting has gone from gatekeeper to growth enabler.
- Top staffing providers are using VMS to scale smarter.
- Percentage of spend under management is key and is only increasing.



70% of reported new contracts in 2023 were awarded by to programs without a VMS solution.



60-70% of large enterprise spend is processed through a VMS.



Total global staffing spend is forecasted to grow to \$561 billion in 2025.



# What **Clients** Want

- ✓ **Integrated Time & Attendance**

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- ✓ **Automated Data Transfer Between Systems**

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- ✓ **Real-time Dashboards and Reporting**

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- ✓ **Consolidated Invoicing & Expenses**

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- ✓ **Schedule Automated Reports, Reminders, & Alerts**

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- ✓ **Centralized Job Order Management**

# Winning in a VMS-Driven World

- Increasing fill rates and speed-to-submit
- Strategies for aligning with client KPIs and expectations
- **Visibility is Opportunity.** Be proactive with system alerts, scorecards, etc..
- Vendor Management Dashboard:
  - How many orders did we get?
  - How many orders did we fill?



# Leverage Data for Growth



Real-time data and visual dashboards make it easy to spot trends, and gaps.



Audit tracking within the platform simplifies tracking sales cycle times, rejection reasons and rate dynamics.



Communicate with clients in system and set/send automated reminders, reporting, and more.



Channel Partner program provides an additional differentiation and door opener.

# To MSP or Not to MSP



## Operational Complexity

Managing multiple suppliers, compliance rules, rate cards, and SLAs take infrastructure—teams, systems, and experience.



## Neutrality Expectations

Clients may worry a small vendor, or MSP will favor themselves over other suppliers, leading to conflict.



## Scale and Risk

Larger clients often require 24/7 support, robust reporting, global reach, and financial backing that small firms may not have.



## Technology Gaps

Without automation, integrations, and strong reporting, it's hard to meet modern MSP expectations.

# The Big Difference



## Managed Service Provider

- Manages client staffing programs.
- Owns the vendor relationships.



## Vendor Management System

- Software used by an MSP.
- Client manages vendor relationships and their staffing program.

An MSP may not always be the right fit. Best practice is to give your client options!

# 14.9%

**YOY increase in the global VMS**

**software market.** The market rose from \$8.99B in 2023 to \$10.32B in 2024, and is expected to reach \$18.25B by 2028.

VMS is expanding beyond large enterprises into mid-market firms, with the U.S. market being most mature and Canada rapidly following.

# Using VMS to Increase Revenue

## DEFENSE

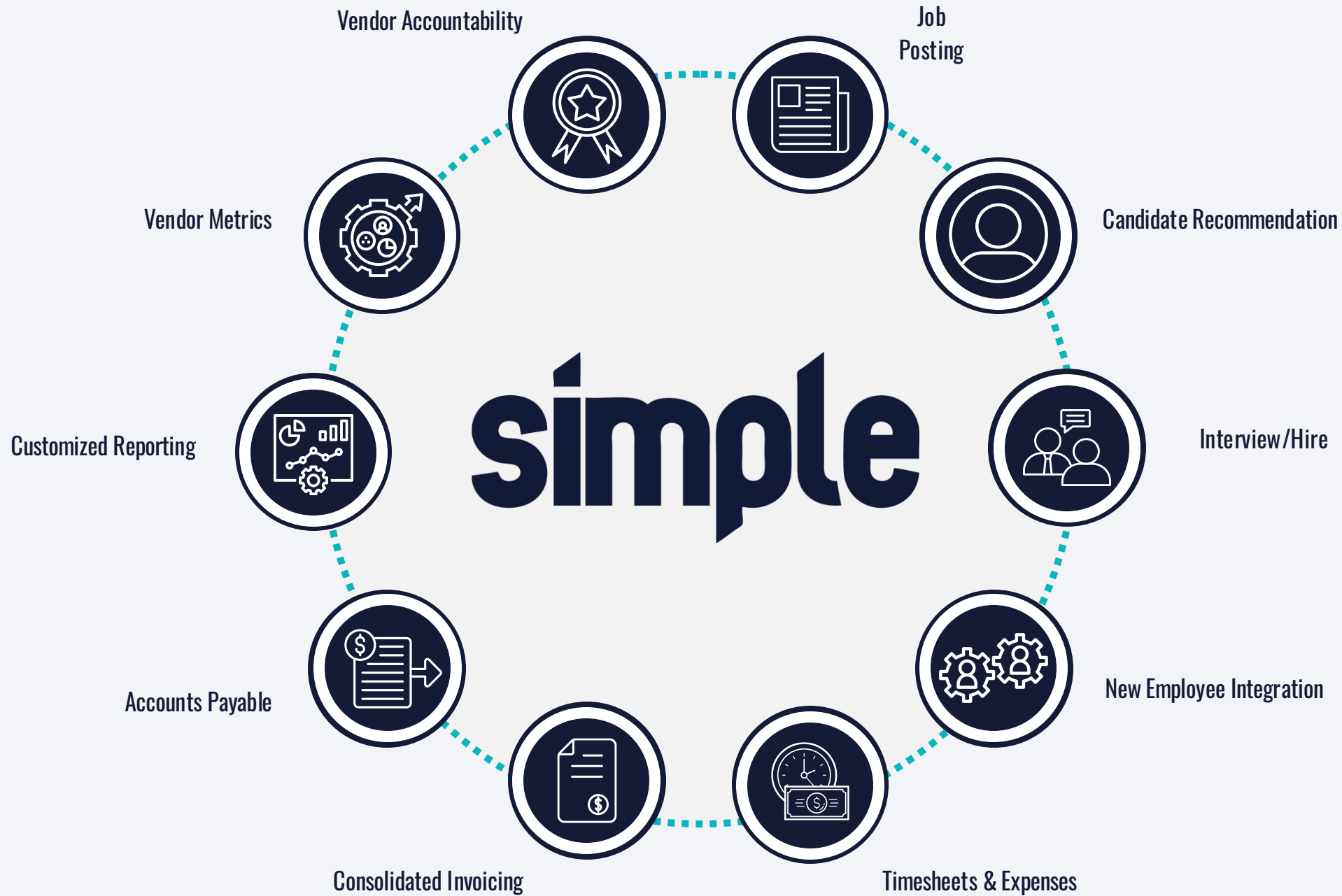


Together we will identify companies where the agency has less than a 40% market share or fill rate and/or they feel "At Risk: with the competition for other reasons.

## OFFENSE



We conduct a zip code analysis to determine prospects within their operating footprint and overlay that with prospects Simple is pursuing. It's a powerful exercise that'll result in targeting these companies together.



# It Pays to Be a SimpleVMS Channel Partner



## **Your Agency:** *Discounted VMS Fee + Commission*

SimpleVMS pays you a commission based on total program spend.



## **MSP:** *Discounted VMS Fee + Program Split*

SimpleVMS splits the fees paid by other vendors in the program.



## **Program Support:** *No-Cost*

SimpleVMS provides training, support, implementation, customizations, timekeeping, reporting, and more, at no cost to you or your clients.



## Client Case Study

### Client

- Employed 300-350 temporary workers every week
- Ran three shifts
- Used five different staffing agencies at six locations
- Recently implemented ADP for timekeeping
- Didn't have centralized job orders, lacked visibility, and time reconciliation was cumbersome for all parties
- The program was hard for the HR team to manage

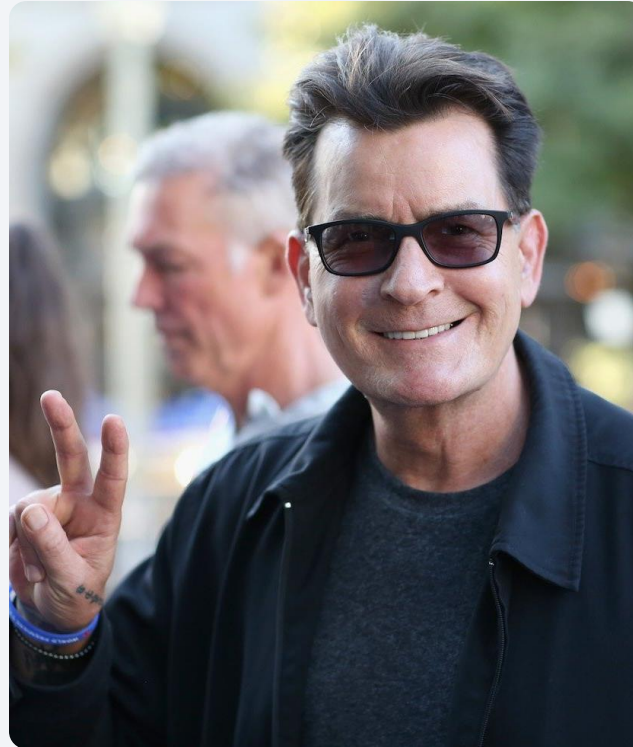
### Staffing Partner

- Only filled about 5-10% of the orders
- Asked the head of HR if they had considered using technology to manage their contingent workforce
- HR was concerned about losing the relationship with their staffing providers if they implemented a technology
- Concerned about a complex implementation – they just went through one with ADP and were burnt out

### Result

- **The staffing partner increased job orders to 25% (+15-20% increase)**
- The end client now views the agency as a “strategic partner” compared to others and cemented the relationship
- Through the Channel Partner program, our staffing partner receives additional revenue (10% commission from VMS fees)
- SimpleVMS was fully implemented in five weeks.
- The entire ecosystem provides more visibility and efficiencies for Cedar's and their agencies.

As the great  
philosopher, Charlie  
Sheen once said,  
**“WINNING!”**



For:  
Your Client  
Your Agency  
Your Talent

# Questions & Answers

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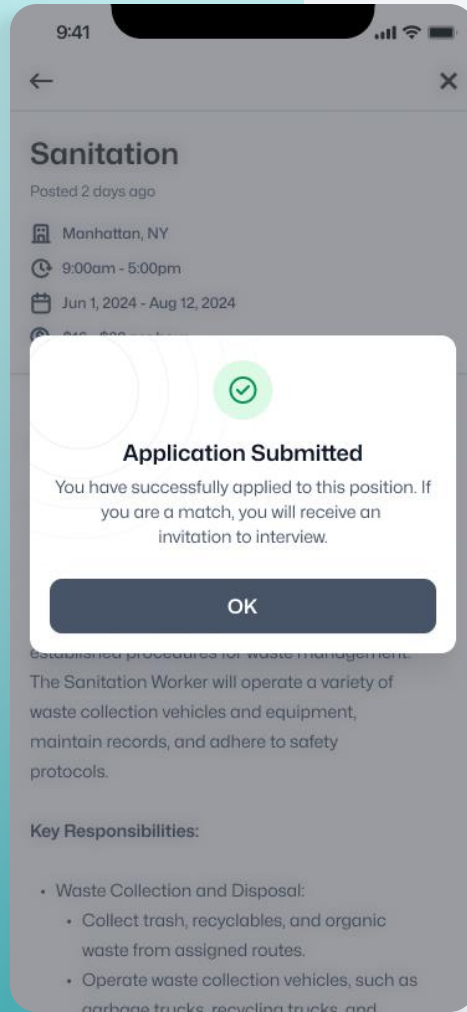
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# Experience What's Possible

Visit the Experience Center – 2<sup>nd</sup> Floor

- Test real workflows that deliver results
- Get expert guidance for your specific goals
- Four focused areas aligned with your success
- Leave with strategies you can implement now

# DesignLab

Step into the future of staffing technology. Preview upcoming innovations, share your feedback, and help shape what comes next.

The screenshot displays the AVIONTE Back Office interface. The top navigation bar includes the AVIONTE logo, a search bar, and various menu items: myDashboard, Jobs, Talent, Timesheet, Companies, Documents, Back Office (highlighted), Analyze, Sub Vendors, QuickPlace, and Automation. On the right side of the navigation bar are icons for search, notifications, chat, settings, and a user profile.

The main content area is titled "Payment Batch ID: 10513". Below the title are several action buttons: "Select Transactions", "Process", "Print Checks", "Post", "Discard Batch", "View Paychecks", and "Email Paychecks".

The "Payment Batch Summary" section provides the following details:

Check Count	0	Transaction Count	5
Batch ID	10513	Description	
Status	Processed	Check Date	08/08/25
Batch Type	Check Run	Created By	avi.next1
Accounting Period Date	08/03/25	Bank ID	1
Bank Name	Bank of Avionte	Bank Description	Bank of Avionte
ACH Generated Date		Generate Original Pay Units	No

The "Transactions" section contains a table with the following data:

Talent Name	SSN	Company Name ↓	Department Name	Total Pay	Total Bill
<a href="#">Ethan Campbell</a>	XXX-XX-XXXX	<a href="#">Williamson &amp; Harris Co.</a>	Corporate	\$1000.00	\$1250.00
<a href="#">Orlando Diggs</a>	XXX-XX-XXXX	<a href="#">Pinnacle Solutions</a>	Accounting	\$600.00	\$750.00
<a href="#">Demi Wilkinson</a>	XXX-XX-XXXX	<a href="#">FedExpress</a>	Corporate	\$640.00	\$800.00
<a href="#">Kate Morrison</a>	XXX-XX-XXXX	<a href="#">Coca Cola</a>	Corporate	\$800.00	\$1000.00

The left sidebar contains a search bar and a list of navigation items: Time Entry, Payroll, Search (highlighted), Transactions, Checks, Billing, Invoice, Paycheck, Accounts Receivable, Weekly Process, Import / Export, Unemployment Claims, and WC Claims.