



## Launching World-first business intelligence platform for Staffing and Recruitment Professionals.

Staffing Industry Metrics Is Here

Today staffing and recruitment industry veterans Nigel Harse and Deb Charman proudly announce the official launch of their digital business intelligence platform, Staffing Industry Metrics.

Measuring metrics that matter, this dynamic platform gives staffing firms online access to real-time data, industry trends and instant peer group comparisons.

The team behind this innovative, world-class platform are trusted recruitment data specialists having provided continuous business benchmarking and market intelligence to hundreds of recruitment firms throughout Australia and New Zealand since 2003.

"It's no secret our industry is a fast and dynamic world where trends are constantly changing and the demand for factual and reliable data continues to grow" Nigel said.

"We have created an easy-to-use platform that helps firms to better understand their profits, expenditure and team performance. With these insights they can make quicker and more well informed business decisions now and for the future."

Mapping data from Branch level up, the SIM cloud based platform is built on the solid foundations needed to deliver local data on a global scale - instantly. Already, more than 120 recruitment firms from the Private and Public sector across 17 countries are using the SIM platform to track and manage business performance.

Members can login from any device to their personal interactive dashboard, which puts all the facts at their fingertips including:

- Instant access to 50+ key metric diagnostic reports
- Ability to create unlimited bespoke reports
- Unlimited dashboards and access regardless of location
- Currency conversion for easy use around the world
- Access to peer comparisons
- Bank grade security and absolute anonymity
- Add Comments to your reports to track strategic priorities
- And much more

Ahead of today's launch into the UK market, Gattaca CEO, Brian Wilkinson, said they are proud to be the first UK Public Company to deploy the dashboards across their International network operating throughout 15 countries.

"As a business we strive to create an environment in which our management team get the culture, facilities and business intelligence they need to do a great job for our customers. This dynamic industry specific management tool will augment our ability to do so."

SIM UK Partner, Daniel Griggs, international recruitment leader, advisor and founder of Delta Genesis Consulting says, "The opportunity to Partner with SIM was an easy decision having known them for over 20 years and working with Start-ups through to Multi-national firms, I experience first-hand the importance of industry data integrity and how key insights can positively impact the ongoing success of a business. Put simply, SIM reporting shows you what you need to do more of to achieve better results."

The data collected by SIM is relevant, actionable, unbiased and wholly specific to our local and global industry. Daniel says, "Being able to benchmark your business performance based on size, location and sector not only provides an internal reality check but also allows you to see the benchmark efficiencies being achieved by the top performing firms. Currently the majority of data on the system is from Australia and New Zealand but don't be fooled as there are some very close relationships seen in many of the performance indicators across all participating countries. My immediate aim is to build the participation rate in key sectors in the UK and the EU so that we can get a true picture of what's really happening in the industry"

About Staffing Industry Metrics: This is a world-first online business intelligence platform giving staffing professionals 24/7 access to real-time business diagnostics. SIM's global reach gives members the ability to log on from any device, access and securely share data, and monitor trends as they emerge. Measuring performance, growth and financial management efficiencies from branch level to the boardroom has never been easier.

- ENDS -

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