

Ready to Grow

A Case Study on Reducing TCO and Boosting Efficiency

Partnership With PEO Helps Environmental Business Thrive



Name: Jim Hinkley

Title: CEO

Company: Environmental Business Solutions

Industry: Environmental Services Industry

Employee Count: Less than 20 employees

"I am of a mindset that you structure a company not where you're going to be next year, but where you're going to be in 10 years."

-Jim Hinkley

CEO, Environmental Business Solutions

Background: Environmental Business Solutions, Inc. (EBS) has been providing Stormwater Services to commercial facilities throughout Oregon and Washington for the last 15 years. At the heart of the company is an emphasis on professionalism, reliability and the ability to expertly manage the collection, treatment, disposal, and recycling of Stormwater run-off. Their customers have the confidence of knowing they are receiving superior service delivered by fully certified, licensed and bonded Stormwater run-off specialists.

Challenge: Jim's company has a patented way to reduce fossil fuel use by 20% and man hours by 25%. As regulations increase and interest in clean technology grows, Jim sees a future where EBS' demand will grow 10-20x. That's the future he's preparing for right now, only he's finding that he's spending many hours out of his workdays handling back-end administrative tasks for his company - hours he could instead be using to grow the company.

Outsourcing Admin Helps Businesses Focus on Growth

Innovative startups need reliable and expert support, especially in a booming industry like clean technology. After years of handling his company's administrative needs by himself, Jim Hinkley knew he had to find a partner that could help him prepare for exponential growth. Outsourcing tedious and time-consuming administrative tasks while reducing corporate costs allowed EBS to get off the treadmill and start moving forward.

"When you're the guy driving the truck with the other guys, or when you're a passionate leader focused on growth, it can be hard to offer a neutral HR presence to your team. Now when an employee has a question or concern, I know they can get the answers they need."

Before Jim was introduced to Aliat, he was already familiar with the idea of outsourcing payroll and employee health benefits. It was only after speaking with Aliat that he started to understand how much he'd be able to accomplish through a strategic partnership. For a business owner like Jim, things as simple as a talk on HSAs or small HR issues were preventing him from focusing on what's most important - leadership.

Solution: Through Aliat, Jim now has a formal HR department and a legal department that handles all of his company's back-end administrative tasks. His HR team can also address all of his employee's needs, meaning Jim no longer has to worry about searching online for accurate information. Working with Aliat ensures EBS employees have access to immediate support and resources without adding anything to Jim's workload. Taking the administrative burden off of his shoulders was exactly what the company needed.

Results:

More Time to Save the Environment

Now that Jim has outsourced his payroll, human resources, legal compliance, and health benefits to Aliat, he's focusing fully on growing his business.

Next up for EBS? A ground-breaking research study with Portland State University and a new prototype of his patented technology.

