



Cloudbakers Partners with Launchways to Eliminate Manual HR and Benefits Processes, Supporting Organizational Growth

Executive Summary

Cloudbakers was experiencing exponential growth, leading to extensive scaling issues with their existing HR processes and technology as well as gaps in their employee benefits program. Due to their impressive growth, Cloudbakers was acquired by a Private Equity firm. As part of that transition, the PE firm sought an effective HR and benefits partner to become a platform for the company's quick growth.

The prior systems Cloudbakers had in place required spending hours onboarding each new employee, often multiple employees each week. The PE firm identified that the processes and systems which had previously worked for Cloudbakers wouldn't be effective nor sustainable to support their next stage of growth. Cloudbakers ultimately deployed Launchways as their new HR partner.

Working with Launchways gave Cloudbakers the confidence they needed to know that they could handle rapid growth along with the added complexity of hiring employees from multiple states by giving time back to their internal HR and Finance teams.

Company Overview

Cloudbakers is a certified Google Cloud Premier Partner with cloud migration and adoption solutions and person-to-person support to take your business to the top of its game. Since 2010, they've been the savvy, helpful, and fun partner for undergoing corporate cloud transitions. In addition to making the Inc. 5000 Fastest-Growing Private Companies in America list multiple years in a row, they are ranked as an Inner City 100 company and are recognized by Crain's as one of the Best Places to Work in Chicago.

Cloudbakers brings together custom solutions and side-by-side support allowing their clients to leave their old ways behind and embrace the freedom a better cloud can bring. Because of their many partnerships, clients that work with Cloudbakers are also working with top-of-the-line technology companies like Google, Zoho, BetterCloud, and more.

Handling Exponential Growth in a Changing Talent Market

Cloudbakers was experiencing exponential growth while making the transition to a virtual workforce during the COVID outbreak and, like many companies early in their development, their back office was not growing quickly enough to accommodate these massive changes. Recruiting from a niche market, they were concerned that any limiting factors in their search could have an impact on the services they'd be able to deliver.

Cloudbakers Human Resources Manager, Caitlin Garcia, said "COVID really changed our recruiting strategy.

Case Study Highlights

Challenges

- Massive headcount growth lead to multi-state compliance and onboarding challenges
- Too much time being spent on manual/tactical HR work like payroll
- Disjointed HR and benefits systems, leading to data gaps
- Lack of hands-on support in traditional broker relationship

Solutions

- Launchways took on payroll, compliance, and benefits
- Implemented improved HR and benefits technology
- Direct access to Launchways for Cloudbakers employees with HR/benefits questions
- Employee Navigator build-out conducted by Launchways team

Results

- More time for HR and Finance teams to focus on strategic initiatives
- Better HR and benefits support for Cloudbakers employees
- Ability to scale rapidly without concerns about interstate compliance issues



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Prior to working with Launchways, Cloudbakers was processing their own payroll, internally managing compliance, and utilizing an old-school traditional benefits broker. They handled all of these important functions with manual processes and segmented systems that didn't integrate with one another, making it difficult to locate important information and determine who had access to it.

Keeping up with the changing workforce landscape meant increased complexity around payroll, taxes, compliance, and benefits. The Cloudbakers team quickly realized that they didn't have the necessary resources and expertise in place, so they needed a trusted advisor to help them handle these challenges and prepare for future expansion.

Offloading Services to Streamline Processes and Eliminate Manual Work

Cloudbakers initially elected to have Launchways manage their payroll and HR compliance, but after 6 months of an excellent partnership, they opted to have Launchways take on their employee benefits program management as well. From the beginning of the relationship, Launchways was able to help Cloudbakers streamline critical processes and eliminate manual work.

Accomplishing all of this required a complete rebuild of their Employee Navigator benefits management platform, which Launchways' team handled every step of. When they did this with their previous broker, they were required to build it themselves, and this process took a full year because Cloudbaker's internal team lacked expertise around the process.

Caitlin added "This time around, Launchways did all of it for us. We had weekly syncs and conversations as things were developing but we just sat back and let it happen, then came in and tested when it was ready. This was a huge burden lifted off my team's plate."

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Before working with Launchways, Cloudbakers' internal team previously spent hours onboarding each new employee, often multiple employees each week, but now Launchways handles all of this. They were also able to reduce their risk of liability when handling sensitive benefits and compliance information. Previously, any benefits/HR questions filtered through their internal HR team first, but they can now direct employees to Launchways for answers to these important questions.

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Cloudbakers considers their people and culture to be the backbone of the company, so it was important to them to find a partner that understands that culture and could provide that personalized approach.

"Launchways gets us and our culture. Stale, stodgy policies just aren't how we operate. In this field, we need to keep up with policy trends and Launchways gets that."



With the new solution in place, Cloudbakers was able to streamline its processes, ensure employees are now more informed and have a better resource for their HR needs, and win back crucial time for their internal HR team.

Giving Time Back to the Team with a More Hands-On Approach

Cloudbakers has benefited from a more proactive, hands-on, approach. As Caitlin puts it, “We get a lot more handholding than we have before, and I really appreciate the white-glove approach, not only for my team but for the company as a whole. I feel like there’s always an answer, and I’m never made to feel guilty for scheduling a call with someone.”

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Their successful transition to Launchways’ solution also removed their redundant and overlapping technologies and consolidated it all into a single unified system. Caitlin explains “It has all come together in a very meaningful and seamless way, not only for our back office but for our team in general.”

Working with Launchways gave Cloudbakers the confidence they needed to know that they could handle the rapid growth they were experiencing along with the added complexity of hiring employees from multiple states. Offloading responsibilities to Launchways gave time back to their internal HR and Finance teams so that they could focus on managing that growth, handling strategic work, and strengthening their company culture.

Caitlin adds “My advice to anyone considering working with Launchways would be: lean in. It’s hard when you have the reins to trust somebody else to run a program the way you would like, but I think you’ll be pleasantly surprised. Treat Launchways like a partner in your business. There’s a whole profession out there for benefits administration, so we don’t have to be pros in everything we do. It’s okay to share responsibility over these things.”

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