



# How Amdaris' COO uses Bob's integrations and automation to support their 200% growth

Amdaris is a software company headquartered in Bristol, UK, with additional sites in Moldova, Romania, Bulgaria, Ukraine, and Dubai. Over the past two years, the company experienced a period of hyper-growth, scaling over 200 percent, from 281 to 850 employees. They saw that many of their tools were built for small businesses, didn't talk to each other, and couldn't support them as a growing company. So they started looking into different solutions. As part of this journey, Amdaris wanted to invest in an HCM with good API connections that could integrate with MS Teams and other best-of-breed tools, serve as a single source of truth for their people data, and automate their day-to-day **HR processes**. After seeing Bob's extensive catalog of integrations and social media-like look and feel that resonated with their Gen Z workforce, they knew it was the right fit for their company.

	<b>Founded in</b> 2009	<b>What they do</b> Software development
	<b>Headquarters</b> Bristol, UK	<b>In a nutshell</b> Amdaris delivers innovative software development, product design, digital transformation, application support, and consultancy services for businesses across a diverse range of sectors.
	<b>Employees</b> 850	
	<b>Sites</b> 7	

## Integrating their HCM with their tech stack

As a software development company, Amdaris is serious about technology and has invested in an impressive tech stack to support its exponential growth. They wanted to find an HCM that integrated with their tech tools, creating seamless processes for managing their people and business.

Amdaris uses MS Teams for cross-team collaboration, Greenhouse as their ATS, HowNow for learning and development, Payfit UK for payroll, Netsuite as their ERP, TravelPerk for travel management, and Jira for ticketing. **Bob integrates** with all these tools, connecting the data within and providing Amdaris with a single source of truth that feeds everything across the organization.

Since implementing Bob, Amdaris has introduced and automated several new processes for managing their people. For example, they now preboard new hires as part of onboarding, which takes care of the more admin-type tasks before their first day. Amdaris created some custom fields in Greenhouse that capture information about new employees, which feeds into Bob through its integration. Then, once they start their onboarding journey, new hires receive different tasks through Bob, including training about Amdaris and its processes using the HowNow platform. Bob's integrations with Amdaris' tools ensure that everything runs smoothly with seamless processes and a single sign-on.

Glyn Blaize, COO at Amdaris, sums up the value they gain from Bob, **"If we look at the time spent pre-Bob and post-Bob on tasks and put it together and times out by the number of people on the HR team, it would be quite frightening to see how much time was spent before."**

*"We've sliced up the HR journey into how we attract the best talent, onboard them, train and develop them, and take them through the employee lifecycle. The key thing for us was, do we have systems that allow us to automate these processes as much as possible, but also do we have systems that allow us to hand off from one system to another? So we're reducing the human intervention side, and now, our people team do the magic rather than the mundane, business-as-usual tasks."*

**Glyn Blaize**  
COO, Amdaris

## Using data to understand more about their people

As Amdaris scaled as a company, it became clear that having accurate data about their people was essential for decision-making and running the company efficiently. Amdaris uses Bob's Surveys to run employee engagement surveys and gain anonymous and open feedback from their people to understand more about employee sentiment.

Amdaris also gains insights from Bob's Analytics by viewing trends on a wide range of KPIs, such as growth rate, turnover rate, and average tenure. From these insights, they can create plans to improve. For example, they saw that their retention rate was 86 percent—slightly above average—but that over the past 12-18 months, many of the people that left had less than one year tenure. Wanting to improve these numbers, the people team worked on building a more comprehensive and engaging onboarding process for their people, which they hope will positively impact their retention rate in the future.

*"There's a model called the iceberg of ignorance from the C-Suite to the employees. We realized that we need to speak to our people to get their insights, including running surveys, as people don't always like to speak up. Bob has the tools that enable us to do that."*

**Glyn Blaize**  
COO, Amdaris

## Main takeaways

- Bob integrates with Amdaris' tech stack, creating seamless processes and a single source of truth.
- Amdaris' people love Bob's modern social media-like UX and UI.
- Automating HR processes in Bob saves Amdaris hours of admin time.
- Bob's Analytics provides real-time insights on Amdaris' people, enabling the people team to take action where required.

### Amdaris's favorite Bob features

<p><b>People Analytics</b></p> <p>View insights and track people analytics trends</p>	<p><b>Onboarding</b></p> <p>Make a great first impression for your new hires</p>	<p><b>Core HR</b></p> <p>Manage HR, automate processes and build culture</p>
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### Amdaris's workflow integrations

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