

# Case Study:

## Sponsor Establishes Efficient and Connected Asynchronous Workforce Productivity with Sponsor Product



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### Business Value Highlights

**Company**

Sponsor

**Location**

The United States

**Challenge**

Provide collaboration platform and productivity solutions to ensure efficiencies for a fully remote team that often works asynchronously

**Solution**

Sponsor Product

**Financial Benefits**

\$2.42 million total benefits per year

90% cost savings on other collaboration platform

More than one week of additional productivity per Sponsor Product user per year

**Other Benefits**

Efficient and robust ticketing system for help desk team

AI-based search platform for employee use

Strong project management workflows

Reduced attack surface through ability to easily extend and revoke security access

### Overview

Sponsor provides a SaaS platform for companies to hire, manage, and pay their globally distributed workforces. Sponsor aims to help its customers compete globally with integrated solutions for HR, payroll, employer of record, contractor management, and other aspects of managing global talent, all through a single platform backed by built-in compliance with regulations all over the world.

Like its customers, Sponsor operates in a geographically distributed manner, with a global workforce that spans more than 70 countries with no offices. While this style of work provides Sponsor with agility and the ability to maintain the presence of employee experts in markets where it operates, it also means that not only do all of Sponsor's employees rarely share physical settings, they often do not even share the same working hours. Thus, Sponsor must provide its employees with tools to make asynchronous work as seamless and harmonic as possible.

Interviewee 1, Documentation and Internal Communications Partner at Sponsor and Interviewee 2, Senior Communications Manager at Sponsor, explained that their company uses various collaboration and productivity solutions to support its distributed and asynchronous workforce. However, Sponsor's use of Sponsor Product to establish a cross-geographical platform for employees has had the most positive effect in achieving robust and efficient asynchronous operations. More recently, Sponsor has introduced new use cases for Sponsor Product solutions, including a robust ticketing system for customer support, AI-driven query capabilities for employees, and project management.



Interviewee 1 described his company's use of Sponsor Product as foundational to its success with a geographically disparate and asynchronous workforce. He explained that Sponsor Product allows for the efficient and timely transmission of information across the organization, which empowers employees and reduces the need for inconvenient and time-consuming synchronous meetings. With Sponsor Product, Sponsor's employees enjoy a company culture where they can work on their own schedules without interruptions or waiting on colleagues to provide information. For Sponsor, this allows for more efficient operations and the benefit of having employees all over the world not only being close to customers and business prospects, but also staying on top of regulatory changes that can impact customers in the markets where Sponsor has employees.

Interviewee 1 and Interviewee 2 placed Sponsor Product at the center of Sponsor's success in establishing a flexible and asynchronous working culture.

## Implementation

Since Sponsor's founding in 2019, it has used Sponsor Product but has continually implemented new use cases for Sponsor Product as the platform's functionality has expanded. Interviewee 1 noted that the company's initial use cases were based largely on the ease of implementing and using Sponsor Product, which led it to become "the backbone of our Intranet."

Interviewee 2 explained that Sponsor Product became an important center of documentation for Sponsor, commenting that "*Sponsor Product is where all of our information lives and where employees are encouraged to go when they have questions.*" He linked the need for a centralized repository of information to Sponsor's operating model with employees working asynchronously in various locations.

Sponsor has quickly understood the value of integrating Sponsor Product with other platforms and solutions it uses, including Slack and the Sponsor platform. Interviewee 1 also explained that his company has integrated Sponsor Product with its low/no-code development platform as well as its Google Workspace environment.

Interviewee 1 and Interviewee 2 noted that they expect use cases for Sponsor Product to continue to evolve, change, and extend based on their company's business needs. They view establishing a strong understanding of the Sponsor Product platform at the onboarding stage of an employee's tenure with Sponsor as essential, which requires not only providing hands-on training on using Sponsor Product but also establishing expectations about how employees should use the platform to publish to and share content with their colleagues.

## Benefits

Interviewee 1 and Interviewee 2 placed Sponsor Product at the center of Sponsor's success in establishing a flexible and asynchronous working culture. They spoke to how their company has made Sponsor Product the core collaboration and communications platform for their distributed and asynchronous workforce. They described the benefits that flow from this, as well as more nascent and future use cases that they believe will also deliver significant value for their company.

### Platform for asynchronous business operations:

Interviewee 1 and Interviewee 2 characterized Sponsor's ability to use Sponsor Product to establish and run a "fully asynchronous company" as fundamental to the company's business success and prospects. According to Interviewee 2, *"We've been very intentional in building and enabling an asynchronous culture and Sponsor Product is intertwined with this."* Having an asynchronous work culture with the right tools is a necessity for Sponsor due to the company's geographic distribution, which conflates availability of subject matter experts due to time zone differences. As a result, Sponsor had to develop a knowledge system that is robust and self-serve.

Interviewee 1 explained that Sponsor Product supports asynchronous work by promoting continuity and collaboration without requiring as much real-time communication. He noted that real-time communications, i.e., meetings and even chats, between employees working in different locations and times of day not only requires the actual time spent communicating, but also the time and effort associated with finding times that suit both parties. As a result, the entire process around planning and having meetings at a company like Sponsor quickly becomes burdensome, so finding a way to ensure the flow of information between teams without necessitating meetings is a necessary goal.

Interviewee 1 and Interviewee 2 connected their use of Sponsor Product to a reduced need for synchronous meetings and enhanced ability for employees to collaborate on projects and documents in an asynchronous manner.

## They provided examples of how Sponsor Product has enabled asynchronous work to happen more readily and efficiently across their employee base:

### **Limiting need for standing meetings:**

*“We use Sponsor Product to conduct weekly team standup meetings. Normally there would be three per week, but by leveraging Sponsor Product’s auto-generated template and AI Summary, we have largely done away with the need for group video calls of any kind for simple team standup meetings. This is especially important for teams with staff located in several hemispheres/time zones.”*

### **Increasing employee comfort with asynchronous approach:**

*“Sponsor Product is user-friendly with a low learning curve, which makes employees more comfortable with asynchronous working patterns in general.”*

### **Ensuring that nuances are not lost in asynchronous communications:**

*“Sponsor Product provides different ways of communicating emphasis and levels of importance, which is the subtle nuance of how it helps us with asynchronous communications.”*

### **Strong core collaboration functionality:**

*“Sponsor Product allows a team to have notes and for a team member to go right into those notes and pick up where someone else left off, even when the other person is not available.”*

By helping employees and teams become more comfortable with asynchronous work, Sponsor Product has minimized the need for standing meetings and reduced the frequency that employees otherwise set up in-person meetings. While Interviewee 1 and Interviewee 2 acknowledged that there are circumstances in which in-person meetings remain essential, they reported that Sponsor Product has allowed for efficient asynchronous operations with less friction associated with communications, in addition to limiting the extent to which asynchronous employees feel less connected to their jobs and teammates. As a result, they confirmed that Sponsor Product has become a foundational platform for how Sponsor operates and serves its geographically distributed customer base.

## Platform for other staff and business enablement:

Interviewee 1 and Interviewee 2 also spoke about other initiatives that Sponsor is driving with Sponsor Product. In some cases, these are already providing operational efficiencies and benefits; in other cases, these are longer-term initiatives focused on influencing how employees and teams work on a day-to-day basis.

- **Ticketing system for help desk:** Sponsor has built an automated and efficient ticketing system for its non-customer internal IT help desk operations with the Sponsor Product platform. Importantly, this system has automated workflows that move requests and conversations from Slack to the Sponsor Product-based ticketing database.

Meanwhile, the help desk team can provide updates through Slack while moving the actual resolution work to the Sponsor Product platform, which is better suited for allowing the help desk team to address tickets based on actual prioritization and maintain asynchronous work principles. Ultimately, this ensures both transparency and improved help desk performance, with Interviewee 1 explaining: *“User updates and feedback are all handled in public comments on the Sponsor Product platform, which ensures transparency and realistic expectations of resolution. Statistics are provided for the whole company to see.”*

- **AI-based query system:** Sponsor has also rolled out an AI-driven query system for its employees on the Sponsor Product platform. Interviewee 1 directly linked the value of this AI-based system to its business model of supporting its customers regardless of where they operate: *“We retain a lot of highly localized information about the various countries that we operate in, and our goal is now to get all of that in an AI-driven platform that can provide useful information.”* Interviewee 2 also explained how AI in the Sponsor Product platform drives internal efficiencies: *“We’re starting to use AI features for summarization of meetings to share with people who couldn’t attend a synchronous meeting.”* Interviewee 1 noted that *“[a]necdotal reports are that AI search with Sponsor Product is much better than the traditional search engine at returning useful results”* and that he expects strong growth in the use of AI-based queries with Sponsor Product.
- **Project management:** Sponsor increasingly uses Sponsor Product as a unified project management platform across its distributed operations. In addition to strong functionality, Interviewee 1 explained that Sponsor reduced its collaboration-related costs considerably by greatly reducing its use of another collaboration platform in favor of Sponsor Product.
- **Security:** Sponsor leverages the Sponsor Product platform to reduce its overall attack surface and therefore reduce its risk profile. Interviewee 1 noted that features such as the push group function allow for efficient management of teams and their access, which is especially helpful in setting more robust controls over what contractors can access. He also explained: *“Sponsor Product has this ability to create isolated workspaces, called teamspaces, which we can sequester and keep all the stuff that is needed there without leaving that individual or team exposed to potential hackers.”*



Anecdotal reports are that AI search with Sponsor Product is much better than the traditional search engine at returning useful results.”

Interviewee 1

## Quantifying Benefits

Interviewee 1 and Interviewee 2 connected their company's use of Sponsor Product to significant value in terms of direct cost savings as well as employee time savings and productivity gains.

**Overall, IDC calculates that Sponsor will achieve benefits worth an average of \$2.42 million per year over four years by:**

- **Reducing collaboration tool and platform costs:** Sponsor has substantially reduced the number of licenses it maintains for another collaboration solution because Sponsor Product provides a unified and highly functional collaboration and communication platform for its distributed and asynchronous workforce. IDC calculates that Sponsor will bring down these licensing costs by 90%, thereby saving an average of \$485,900 per year.
- **Direct employee time savings from reducing the frequency of ad hoc meetings:** Sponsor has increasingly relied on Sponsor Product for task management and accountability, as well as documentation and knowledge management, which reduce the need for traditional synchronous meetings that take time to schedule and hold. Over a period of two months in 2023, Sponsor reclaimed over 400 hours of employee time by avoiding synchronous meetings. IDC calculates that these time savings translate to an average annual value of \$88,800 over four years.
- **Holding fewer standing meetings:** Sponsor has embraced a work culture where project updates and collaboration occur asynchronously on Sponsor Product. Assuming that the average employee at Sponsor has one standing meeting per week of one hour in duration, compared with three standing meetings for the average employee elsewhere, and that employees capture around 50% of reduced meeting time in higher productivity, IDC calculates that the company will benefit from higher employee productivity worth an annual average of \$1.85 million. In total, these time savings and productivity gains equate to more than one week of additional productive time available per Sponsor employee per year.

# About the IDC Analysts



## **Matthew Marden**

**Research Vice President, Business Value Strategy Practice, IDC**

Matthew is responsible for carrying out custom business value research engagements and consulting projects for clients in a number of technology areas with a focus on determining the return on investment (ROI) of their use of enterprise technologies. Matthew's research often analyzes how organizations are leveraging investment in digital technology solutions and initiatives to create value through efficiencies and business enablement.

[More about Matthew Marden](#)



## **Wayne Kurtzman**

**Research Vice President, Collaboration and Communities, IDC**

Wayne Kurtzman, Research Vice President, Collaboration and Communities, is a frequently quoted source on the future of enterprise collaboration, communities, and the customer and employee experience. He is responsible for the IDC Social, Communities and Collaboration practice. Prior to joining IDC, Wayne led emerging technology programs for global companies, leveraging community, collaboration, and social media platforms to drive employee and customer engagements, new revenue channels, and efficiencies. He has developed global community, social, and analytics practices as well as award-winning knowledge management and advocacy programs. Wayne is an active collaborator with the IDC Future of Work and Future of Customer Experience practices, among others.

[More about Wayne Kurtzman](#)

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