



## Client Case Study: Call Genie

### The Race for Industry Experts to Drive Innovation and Expansion in the Mobile Solutions Sector

“Call Genie is innovating and operating in a fast growing market with implementations worldwide, so we needed a global resourcing partner really plugged in to telecoms and next gen mobile services. ‘Competent’ candidates weren’t going to be good enough for us - we literally asked xiB/OSS to find us ‘superstars’ to grow the business. xiB/OSS met all our expectations and more.

We treat xiB/OSS as a vital business partner and not just another supplier. Getting the right people is crucial to our success. With xiB/OSS we know that they’ll deliver”.

*Mike Durance  
CEO, Call Genie*

Call Genie is a leading global provider of local mobile search and advertising solutions that connect ‘ready to transact’ consumers directly with local merchants for local directory businesses, directory assistance services and local media publishers. Call Genie solutions offer an exceptional experience for both advertisers and consumers.

With a global customer base that includes mobile operators such as France Telecom / Orange, Verizon Wireless, TDC Denmark, as well as media organizations like NBC and Endemol, Call Genie is getting noticed as a leader in the new mobile media market.

Proof: Call Genie has been awarded the Excellence in Integrated Ad Management award by the Pelorus Group, has won the Yellow Page Association Industry Excellence Award for Marketing Innovation, the Whitaker Innovation Award, and the 118 Tracker Award for both Technology Innovation in the UK and most recently, Outstanding Contribution to the Industry.

### Wanted: Energy and Experience – Targeting the Right People

Defining new frontiers in a relatively young but rapidly growing market, Call Genie needed to continually involve innovative people to help steer and grow the business as fast, or faster, than the market itself. Securing the right mix of high caliber contributors who could ‘hit the ground running’, could be strong company advocates and could help take the company to new heights was deemed essential. Regarding the types of people Call Genie asked xiB/OSS to secure, Mike Durance, CEO, Call Genie commented, “We knew we needed high performers with the right attitude and energy to help us set a tone for innovation and success. These people needed a proven track record of getting development and delivery teams up and running using the latest collaborative methodologies and technologies that would create a magnet for other high performers. Basically, we were looking for industry leaders who had a clear passion for taking companies like Call Genie through this defining growth phase. These folks are hard to find. That’s why we work with xiB/OSS”.

### xiB/OSS: Delivering to Tall Orders – No Compromises

Getting the correct blend of skills, knowledge, and experience is always a challenge, but finding them in the still-evolving next generation mobile solutions arena could be especially tricky. Then add Call Genie’s requirement for unbridled enthusiasm and xiB/OSS had its work cut out for it. But true to form, xiB/OSS stepped up to the test and found the right people for Call Genie.

xiB/OSS

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Building on its very strong telecommunications heritage, xiB/OSS has embraced emerging telecoms and media businesses models. Maintaining industry insight and adapting to business and technology trends gives xiB/OSS an edge when dealing with innovative mobile solution and content providers like Call Genie.

The reason for xiB/OSS success at Call Genie is clear to Mike Durance: “xiB/OSS really gets us. They learned our business model, grasped our technology and discerned exactly the type of people we needed to enable Call Genie to grow. We continue to work with xiB/OSS as a key resource partner to provide the hard to find, expert resources that we need. We wouldn’t see xiB/OSS as a general recruitment agency – but rather a specialized consulting agency that provides pivotal management and technical resources to us”.

### About xiB/OSS

xiB/OSS (pronounced “zy-boss”) is in its 9th year of operations as an I.C.T. Consulting Agency, successfully helping dozens of major Independent Software Vendors, Systems Integrators and Communications Service Providers find top talent to temporarily augment their I.T. project teams. xiB/OSS is headquartered in Canada and operates on a global basis.

### Why leading telecommunications companies work with xiB/OSS:

1. **FOCUS:** As part of its highly-regarded telecommunications practice, xiB/OSS manages a global database of telecoms contractors, drawn from project experience all over the globe. Providing such experienced contractors saves time and money to xiB/OSS clients.
2. **SPEED:** xiB/OSS has proven it can provide clients with experienced people at short notice, wherever needed. This experience not only includes domain and system expertise, but also process expertise.
3. **INSIGHT:** Telecommunications OSS BSS is a specialist business area in which xiB/OSS is expert and, as such, fully understands the business.
4. **REACH:** With operations in the Americas, EMEA and Asia-Pacific xiB/OSS can supply contractors to any region in the world, and has been doing so since 2002.
5. **PROTECTION:** xiB/OSS provides comprehensive professional insurance cover for clients and contractors alike. Many small and independent contractor placement agencies do not bother with this, leaving themselves, their clients and their contractors exposed.
6. **CONTINUITY:** By treating customers and contractors right, xiB/OSS enjoys very high contractor retention.

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