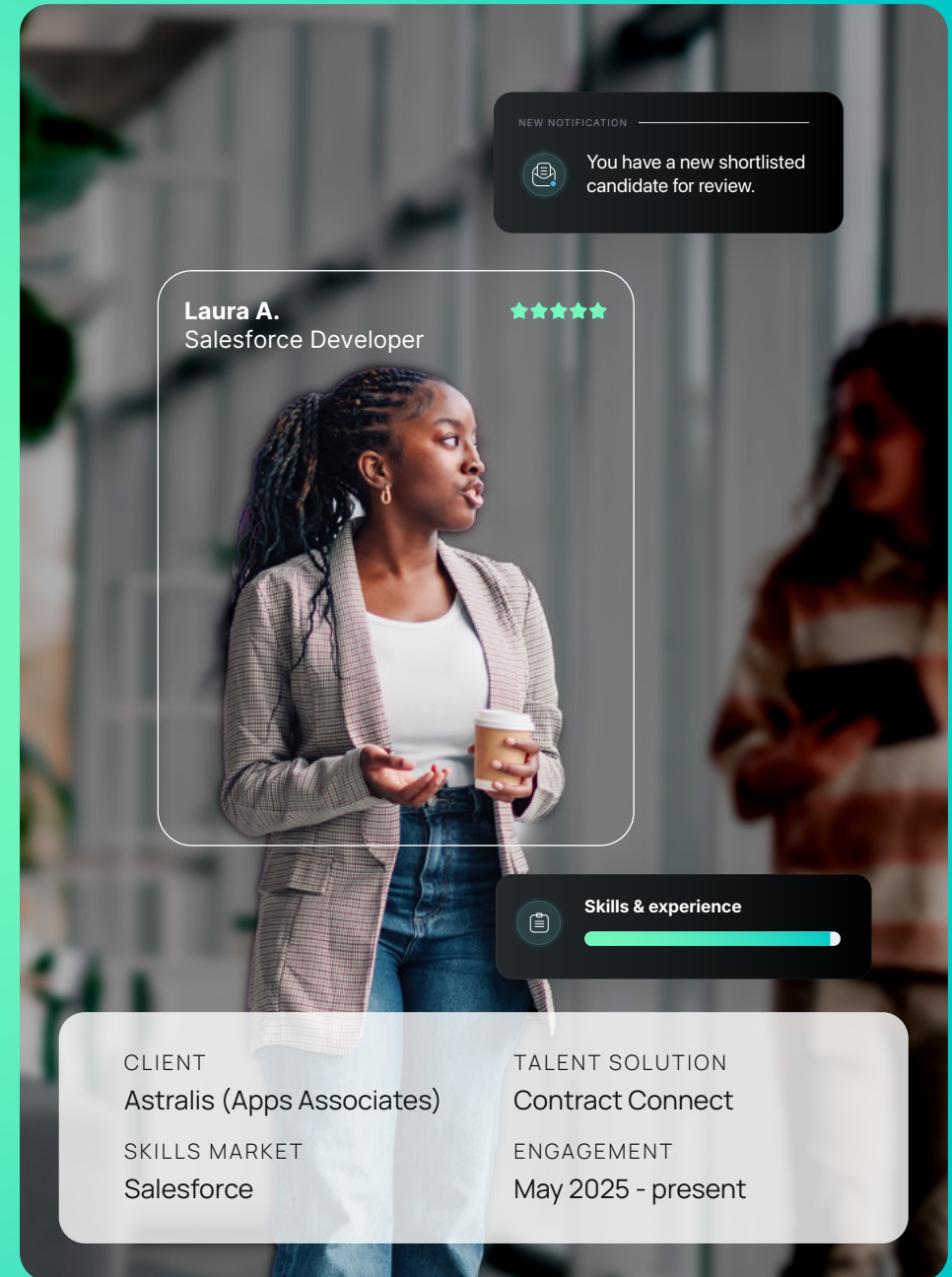




● Customer Success Story

Astralis enhances just-in-time Salesforce resourcing model with Stott and May

IN PARTNERSHIP WITH



Assembling Salesforce specialist teams - in weeks, not months.

Astralis wanted to enhance their ability to mobilise specialist Salesforce teams in line with the pace of customer demand, focusing on a time-to-respond sweetspot of 2 weeks. They needed near-on-demand access to a range of skill sets, from Solutions Engineers to CPQ Developers, without carrying a heavy permanent bench.

Through Stott and May's Contract Connect service, the business gained an iterative, proactive talent pipeline - onshore and across LATAM. The result: faster mobilisation, healthier utilisation, and 27 placements at an average time-to-hire of under two weeks.

27

Placements
inc. extensions

12.67

Av. time-to-hire
in days

1 day

Fastest
hire

IN THIS SUCCESS STORY

01. At a glance p. 02

02. The challenge p. 03

03. The solution p. 04

04. The key stats p. 05

05. The results p. 06

06. The testimonial p. 07



Scaling high-quality Salesforce delivery, without scaling the bench.

Positioning a new brand in a competitive talent pool

Astralis, an Apps Associates company, was establishing itself as a leading Salesforce consultancy brand with strong expertise in the Revenue Cloud space. As part of this evolution, the business needed a talent partner capable of quickly scaling delivery capability without compromising the quality and specialist expertise their clients expected, while positioning the business effectively within highly competitive Salesforce talent markets.

Navigating towards a just-in-time staffing model

The business wanted to evolve from a traditional employee-heavy workforce model toward a more agile, just-in-time staffing approach. The goal was to create the perfect blend of permanent employees and specialist contractors that could support growth, deliver incredible CSAT scores, improve utilisation, whilst reducing the operational pressure associated with maintaining a large bench.

Expediting delivery team activation

Speed and responsiveness were becoming increasingly important commercially. Once projects were signed, customers expected delivery teams to mobilise quickly - ideally within a two-week window. That created urgency to identify and secure highly specialised Salesforce talent at pace, particularly across competitive areas such as Revenue Cloud and CPQ.

Focusing on the soft skills that delight customers

Beyond technical capability alone, Astralis needed consultants who could immediately integrate into delivery teams and operate as true extensions of the business. They understood that on smaller projects, contractors could represent a not insignificant proportion of the overall delivery team, making cultural fit, communication skills, proactivity, and customer-facing confidence just as important as technical expertise.

A talent partner that runs ahead of the sales cycle.

Responsive, professional, and knowledgeable

After initially connecting at the Salesforce World Tour in NYC, Astralis selected Stott and May's Contract Connect solution to support the next phase of its workforce planning. The team was particularly impressed by the responsiveness, professionalism, and market knowledge demonstrated early in the relationship, alongside a flexible engagement model that aligned closely with Astralis' operational goals and delivery structure.

A deeper level of client understanding

Rather than simply focusing on job specifications, Stott and May invested time in understanding how Astralis operated as a business, the pace of project evolution, and the types of consultants required to succeed within their delivery teams. This enabled the partnership to move beyond purely technical requirements and focus equally on softer qualities such as collaboration, communication style, customer engagement, and adaptability.

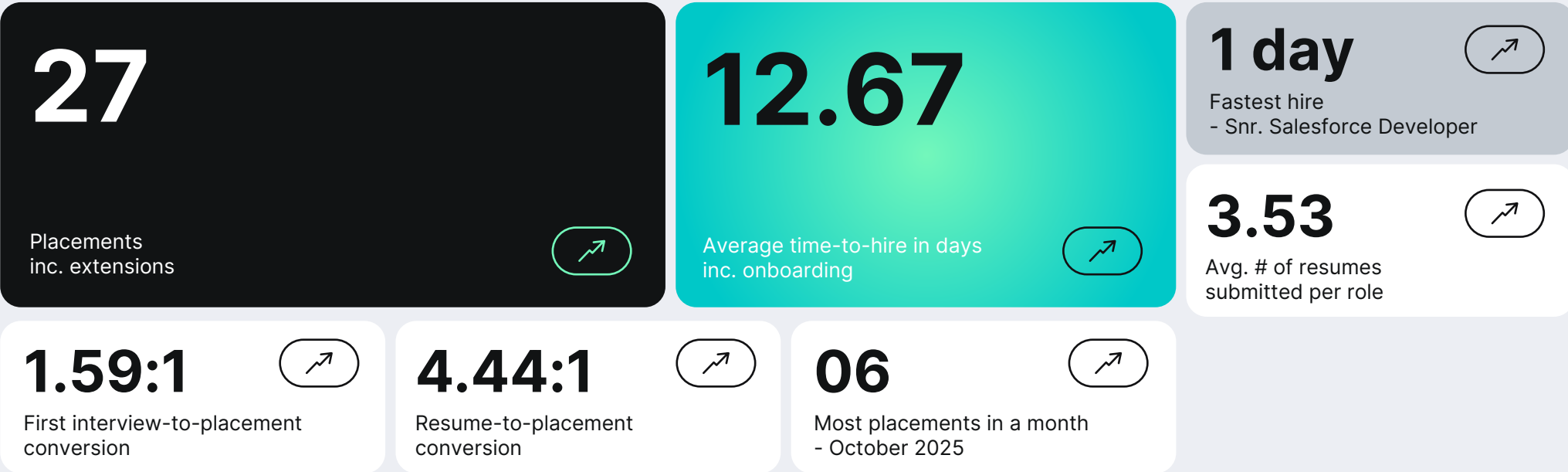
Improved access to nearshore talent pools

A key part of the engagement centred around expanding Astralis' access to high-quality Salesforce talent across LATAM. Stott and May provided access to an established nearshore contractor network that offered strong technical capability alongside improved timezone alignment, communication, and customer-facing support - all without the complexity of Astralis needing to establish legal entities across multiple countries.

Taking proactivity to the next level

Collaboration quickly became highly proactive and iterative, with regular communication enabling Astralis to share evolving project forecasts, anticipated skill gaps, and future delivery requirements in real time. This created a highly agile recruitment process where candidate pipelines and virtual benches could often be built ahead of confirmed customer demand. This flexible approach also enabled Astralis to secure specialist consultants for both full-time and fractional project requirements, helping the business scale delivery capability in line with customer demand.

Numbers from the partnership to date.



FASTEST TIME-TO-HIRE - BY ROLE:

Senior Salesforce Developer	(1 day)
Salesforce Technical Architect	(1 day)
CLM Consultant	(4 days)
Salesforce CPQ QA	(7 days)
Salesforce CPQ Solutions Architect	(9 days)
Salesforce Data Migration Lead	(9 days)

PLACEMENTS - BY JOB TITLE:

Salesforce QA Consultant (3)*	Salesforce Data Migration Lead (2)*	Salesforce Release Manager (1)*
Salesforce QA Engineer (1)	Senior Salesforce Developer (2)*	Salesforce CPQ Solutions Architect (1)
Salesforce Solution Engineer (2)*	Salesforce Developer (2)*	CLM Consultant (1)*
Salesforce Technical Architect (2)*	Salesforce Consulting Specialist (1)*	Salesforce Business Analyst - FSL (1)

* Denotes contract extension or repeat engagement



27 specialist placements. Average time-to-hire under two weeks.

A shared understanding of the ideal candidate profile

Astralis saw strong results early in the partnership, with Stott and May consistently delivering high-quality candidates across a broad range of Salesforce skill sets. Leadership highlighted the consistency and quality of candidates introduced from the outset of the engagement, resulting in highly efficient interview-to-placement outcomes throughout the project.

Improved utilisation and efficiency gains

The introduction of a more flexible contractor model helped Astralis improve utilisation and better align workforce costs with live customer demand. By reducing reliance on a large permanent bench while still maintaining delivery readiness, the business was able to support growth with greater operational agility.

The ability to mobilise teams in line with customer demand

Stott and May's speed and responsiveness became a key differentiator throughout the partnership. Astralis noted that urgent requirements could often generate qualified candidate profiles within a day, contributing to an average time-to-hire of under two weeks across the engagement and allowing the business to react quickly to fast-moving sales cycles, accelerate project mobilisation, and support customers within demanding implementation timelines.

Preparing talent plans for future expansion

As the relationship continues to grow, the partnership has evolved beyond immediate hiring needs into longer-term workforce planning. Stott and May have already started supporting Astralis with proactive talent mapping and the development of virtual benches across new and emerging capability areas, helping the business prepare for future service expansion and evolving customer demand.



Stott and May took the time to understand our business, the pace we operate at, and the type of people we need to succeed. Their responsiveness, commercial transparency, and flexibility, has been a huge differentiator for us. We've been able to make significant gains in terms of just-in-time staffing, allowing us to scale teams quickly - particularly across nearshore talent pools like LATAM - while maintaining the level of quality our clients have come to expect.

Steve Baines

CEO, Astralis



It's been great to find a genuine partner that we can rely on to acquire talent across a wide range of Salesforce skill sets in a highly expeditious manner. They've helped us activate quickly to support customers. The Stott and May team have been at the ready for us constantly, and their level of professionalism, accountability, and understanding of the market has been extremely impressive throughout the partnership.



About Stott and May

Founded in 2009, Stott and May is a professional search firm with a passion for helping leaders achieve complete confidence that they have hired the right talent - first time - in fiercely competitive markets. We believe you should never have to make the choice between candidate quality and time to hire.

As a result, our business has been founded on the principle of offering a premier standard of search service delivered in vastly accelerated timescales that our competition simply cannot match. Because after all, this is about more than just recruitment, it's about turning your business vision into reality.

www.stottandmay.com