

TriNet Solves Socket's HR Problems for Nearly a Decade

David Dunlap
CFO, Socket Communications

Making connection products for handheld computers and other devices may be a hot business now, but Socket Communications is a Grand Old Master in the field. Founded in 1992, the company created the very first Ethernet card and now enjoys a leadership position in wireless communications. The company's current products include a new Bluetooth short-range communication card, LAN cards, and technology that connects computers and handheld devices to wireless phones.

When Socket's founders went looking for a complete HR solution, TriNet presented the clearest picture of how the company would benefit from an outsourcing relationship. Socket wouldn't need to expand its in-house HR infrastructure or purchase an HRIS, and it would gain enterprise-level resources for empowering its employees.

Socket is now approaching the ten-year mark as a satisfied TriNet customer. According to CFO David Dunlap, "Both companies look a little different now than they did back then. But really, the nature of the relationship hasn't changed. Then and now, TriNet offers a high standard of excellence as well as a personal touch."

Extra Value for a Web-Enabled Workplace

Socket's tech-savvy employees appreciate TriNet's secure online services. Dunlap says, "TriNet's HR Passport portal allowed 100% of our employees to choose their benefits online during our recent Open Enrollment. Choosing benefits can be a complicated process, and my employees are the first to let me know when they're not happy. But there were no complaints-in fact, we heard a number of compliments."

Dunlap continues, "TriNet's customer portal is easy to use. Employees can sign up for benefits, access their HR information, and make changes in real time."

Expertise Combined with Experience

Socket does employ some HR professionals, and Dunlap himself has an HR background. But TriNet offers specific expertise in a number of employment-related areas.

"The people we have are generalists, and we understand basic principles of management and business. Nonetheless, TriNet is an important partner when we require the insight of specialists. They give us guidance on everything from 401(k) providers to employee ergonomics to workers' compensation. They have a very personable and responsive team, and they treat our employees like members of their own company."

Dunlap also appreciates the scalable levels of in-person HR management. "As Socket grows, we can add additional layers of on-site support as needed. For us, the ability to gain increments of support personnel is invaluable."

A Cost-Effective Relationship

Socket's management team continue to appreciate the savings, in terms of both time and money, that TriNet is able to secure for them. Dunlap says, "We still get unsolicited requests from other HR vendors, but from our standpoint TriNet continues to provide the best value. TriNet's negotiating power makes benefit packages very cost effective, and their services are easy to understand and use from the customer side."

"TriNet meets the same need for Socket that they did in 1992: providing first-class HR support that allows us to focus on developing our products and growing the business. We've been pleased for a long period of time-and we don't fix something that isn't broken."