

27x

network growth

from 180 to 5,000+ contractors in 4 years

CASE STUDY

How Aspia scaled its contractor network 27x – without getting buried in spreadsheets.

5,000+

CONTRACTORS MANAGED

30 min

TIME TO PLACE A CANDIDATE

600

PRE-QUALIFIED ON WARM BENCH

“We couldn’t imagine working without Worksuite anymore. If you want to scale, and operate more professionally as a relationship-driven business – this is the place to be.”

Linnea Hellman Hanna

Service Management Leader, Aspia



THE CHALLENGE

When Linnea Hellman Hanna joined Aspia, the contractor program ran on Excel and Word. No centralized network view. Reaching candidates meant searching LinkedIn — never built for precision matching.

Placing a contractor could take **days**. Duplicate outreach was common. When a client needed five vetted candidates in 30 minutes, the team simply couldn't deliver.

Timesheets arrived by email, consolidated manually across multiple spreadsheets, then re-entered into the invoice system. Every month, a bigger headache.

THE SOLUTION

Aspia expanded WorkSuite into a **full-scale platform** covering Finance, HR, Payroll, Tax, and ESG. Custom skill taxonomies let contractors self-report niche expertise on onboarding.

A tiered rating system tracks quality and assignment history across 5,000+ contractors. The right person surfaces in seconds — by specialty, rating, or prior assignment history.

The contractor portal became their **"little homepage"** — apply, time report, and get paid without ever leaving the platform.

THE RESULT

In four years, Aspia scaled **27x** while the team grew from 5 to 12. Time-to-placement dropped from days to **30 minutes**.

The warm bench — 600 pre-qualified, actively engaged contractors — means Aspia is never starting cold. Senior contractors return as future clients, bringing new assignments.

"It's not just a list of people. It's really a relationship tree."

27x

NETWORK GROWTH

5,000+

CONTRACTORS

30 min

TIME TO PLACE

600

WARM BENCH

"Time reporting used to be manual and complex. I was managing three different spreadsheets every month. Now it's one click, and everything flows directly into our invoice system."

Linnea Hellman Hanna

Service Management Leader, Aspia

Ready to scale your contractor network?

See how WorkSuite helps relationship-driven businesses grow without the chaos.

worksuite.com/demo

Aspia is Northern Europe's leading business partner for technology-enabled accounting, payroll, tax, advisory, and interim consulting services. With more than 3,000 employees, over 100 offices, and 30,000 customers across the Nordics, Aspia combines specialist expertise with digital innovation. A core part of their offering is connecting clients with exactly the right specialist expertise — quickly and confidently. Prior to implementing WorkSuite, the underlying processes made it difficult to consistently deliver on that promise at scale.

THE CHALLENGE

When Linnea Hellman Hanna joined Aspia, the contractor program relied on Excel files and Word documents. There was no centralized overview of the network, which numbered approximately 180 contractors focused only on the finance field. For assignments anywhere across Sweden — or neighboring countries — the team relied on LinkedIn, a platform never designed for structured talent matching at precision.

Client requests requiring five pre-vetted candidates within 30 minutes demanded significant manual effort that existing workflows couldn't meet. Without a shared system, the risk of contacting the same subcontractors repeatedly was real — an uncomfortable position for a premium brand. Candidate identification could take several days, and timesheets submitted by email had to be manually consolidated across multiple spreadsheets before being re-entered into the invoice system.

“We lacked a clear, strategic overview of our network. It was difficult to track interactions and maintain consistency in our outreach.”

Linnea Hellman Hanna — Service Management Leader, Aspia

As demand for interim expertise grew — across Finance, accounting, payroll, HR, tax, and ESG — Aspia recognized the need for a more scalable approach: one that could match clients with the right specialists, often within very short timeframes, without relying on manual effort that didn't scale.

THE SOLUTION

Aspia had been using WorkSuite in a limited capacity when Linnea joined. What changed was how deliberately they built it out. Over four years, they expanded the platform to cover their full business — Finance, accounting, HR, payroll, tax advisors, finance transformation experts, and ESG consultants. Custom skill taxonomies let contractors self-report niche expertise on onboarding. A tiered rating system tracks quality and assignment history across the entire network.

The initiative aligned with Aspia's broader strategy of combining specialist expertise with modern technology and data-driven ways of working. Precision filtering at scale became possible in a way LinkedIn and spreadsheets never allowed: pre-rated contractors sorted by skill match, location, and assignment history surface in seconds. The 30-minute delivery window — once impossible — became routine. Time reporting made the same leap: subcontractors apply for assignments, submit time reports, and get paid all within the same portal. Aspia also uses the platform to share benefits — webinars, niche lunches, legal and tax expertise — deepening relationships long after the placement is made.

THE RESULTS

In four years, Aspia scaled its contractor network from 180 to more than 5,000 — a 27x increase — while keeping the internal team lean and the quality bar high. The team grew from 5 to 12 across three offices, and in 2025 the business went global. Worksuite scaled alongside them without friction, enabling Aspia to strengthen its position as the leading interim consulting partner in the Nordics — providing organizations with rapid access to specialists for both operational and strategic assignments.

Time-to-placement fell from several days to approximately 30 minutes. At the center of that speed: a warm bench of 600 pre-qualified, actively engaged subcontractors ready to go the moment a client request arrives.

“We have around 600 pre-qualified subcontractors in our network. This allows us to work more efficiently and avoid restarting the process for each new request.”

Linnea Hellman Hanna — Service Management Leader, Aspia

But the shift wasn't just operational. It changed how Aspia thinks about its network. Contractors who engage through the platform — applying, time reporting, communicating — build genuine relationships with Aspia over time. Senior contractors who've had great placements return as future clients, bringing new assignments or asking Aspia to staff their own teams. The platform supports Aspia's ambition to build long-term relationships that create value in both directions — for clients and for specialists throughout their careers.

WHAT'S NEXT

Since its founding in 2018, Aspia has evolved into Northern Europe's leading business partner for accounting, payroll, tax, advisory, and interim consulting services. Through strategic acquisitions, investment in technology, and a strong focus on specialist expertise, the company continues to strengthen its position across the Nordic market.

Looking ahead, Linnea sees the platform evolving further — stronger feedback loops, expanded skill taxonomies, and an increased focus on emerging competencies including AI, finance transformation, and ESG. Through it all, Aspia remains committed to what differentiates their Interim Consulting business: a highly engaged network built on trust, expertise, and long-term relationships.

Ready to scale your contractor network?

Book a 15-minute demo and see Worksuite in action.

worksuite.com/demo