

Case Study



How Propeller Aero Filled 50+ Hard-to-Hire Roles in 40 Days with Offshore Support

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Humanizing Growth

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Who is Propeller Aero?

Propeller Aero is an Australian SaaS company transforming the civil construction and earthworks industry through drone-powered 3D survey technology. Their integrated hardware and software solutions give surveyors and project managers accurate site data and visualization tools for smarter, faster decisions.

Operating globally, Propeller Aero's innovation lies in its construction-specific, built-for-field approach—enabling precise 3D visualization and seamless data sharing across entire projects, improving efficiency and collaboration in complex builds.

The core services of Propeller Aero are:

- 3D Survey Visualization Platform
- Drone-Powered Data Capture
- Construction-Specific Workflow Tools

Location

Australia

Industry

SaaS

Portfolio

Trusted by 13,000+ users in 120+ countries.

Year Established

2014



The Challenges

Cost Pressures and Talent Shortages

- **Unsustainable Labor Costs in Australia**

Hiring specialized roles locally, such as GIS experts and engineers, was becoming prohibitively expensive as the company scaled.

- **Limited Access to Niche Talent**

Propeller struggled to find qualified geospatial and software specialists domestically, slowing expansion and R&D initiatives.

- **Administrative Burden on Internal Teams**

Managing contracts, payroll, compliance, and onboarding processes internally was resource-intensive and detracted from business priorities.





The Solutions

Targeted Hiring and Full HR Support

- **Offshore Hiring with Full HR Support**

Penbrothers provided a turnkey solution to hire and manage top-tier Filipino talent—including Software Engineers and GIS Specialists while acting as Employer of Record for legal and compliance coverage.

- **Fast, Targeted Recruitment**

Penbrothers filled over 50 hard-to-fill roles in just 40 days, sourcing candidates from leading Philippine universities aligned with Propeller's technical requirements.

- **End-to-End People Ops**

Beyond hiring, Penbrothers handled payroll, taxes, benefits, training, and engagement, allowing Propeller to focus fully on clients and growth.





The Results

Scaled with 50+ Specialists in 40 Days

- **Scaled with 50+ New Hires in Niche Role**

Roles filled included Geospatial Specialists, QA Engineers, and Data Success staff—essential to maintaining project delivery at scale.

- **Cut Hiring Time to Just 40 Days**

By leveraging Penbrothers' sourcing and screening process, Propeller cut its time-to-hire for critical positions by over 50%.

- **Saved 85% in Per-Role Hiring Costs**

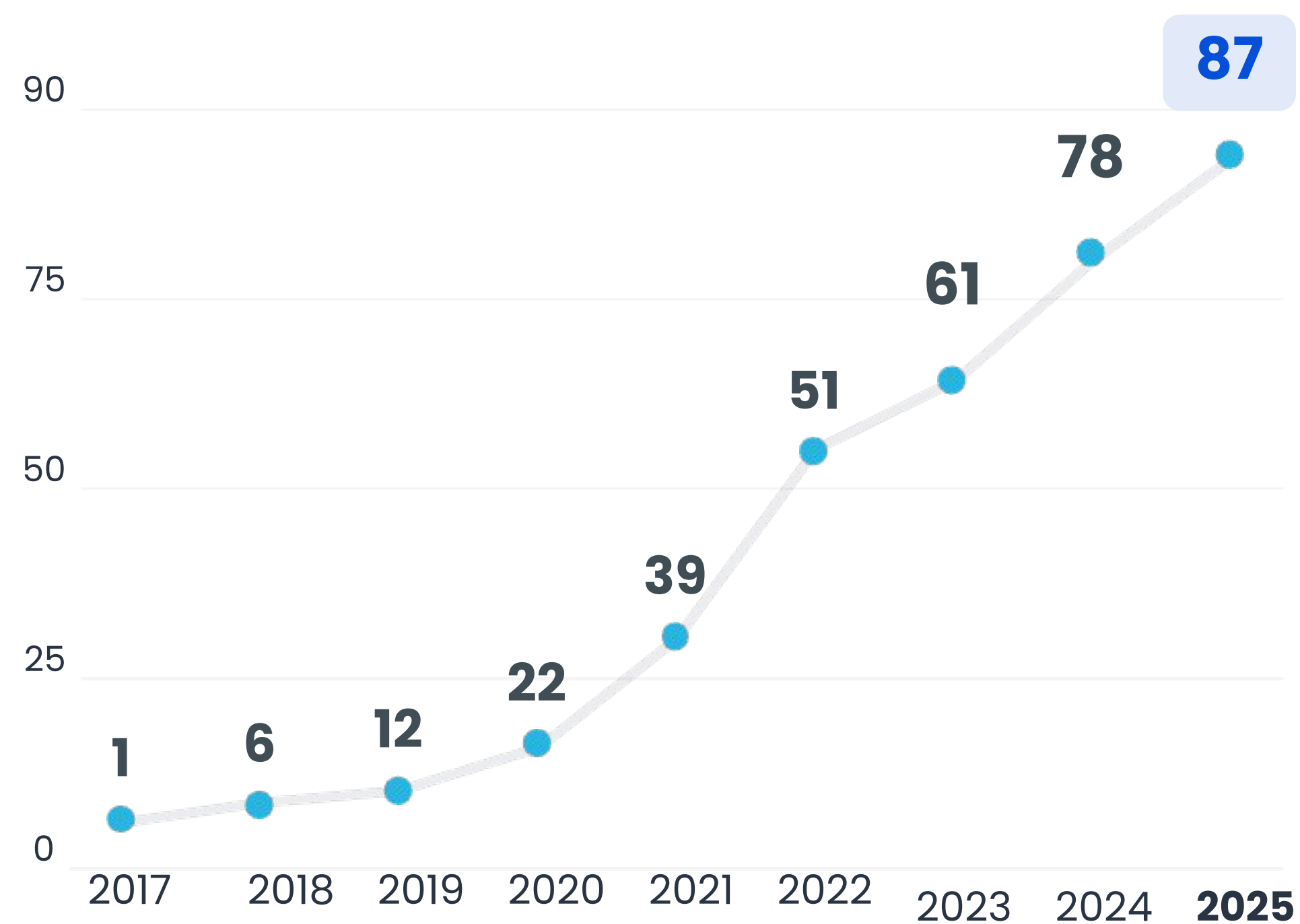
Propeller slashed average employee costs by 85%, freeing up significant budget for product innovation and client service.



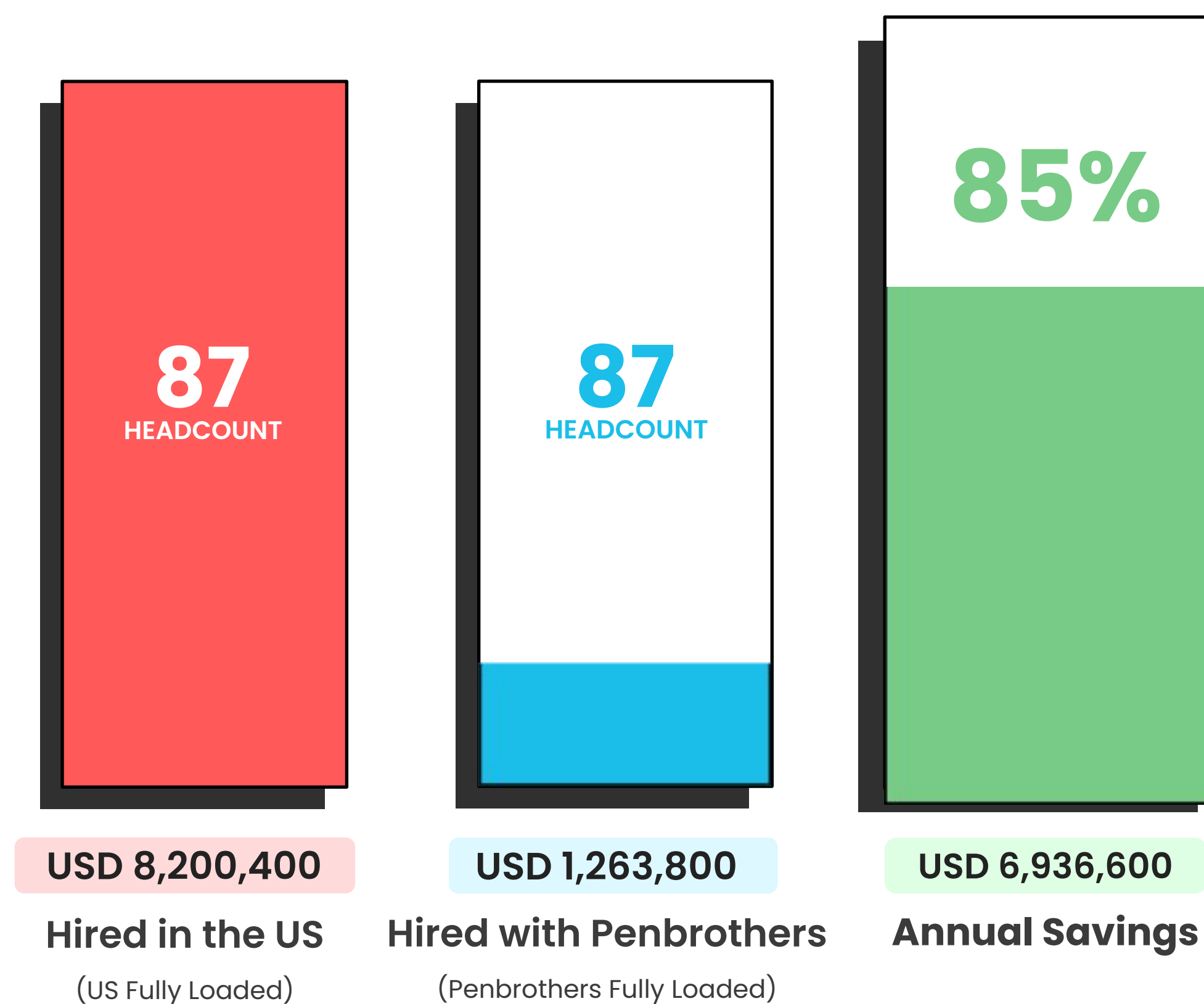


The Analytics

Headcount Growth



2024 Salary Cost Savings





Testimonials

"We highly recommend Penbrothers to any company seeking to hire outstanding Filipino talent and work with a trusted partner who is committed to their success."



Chantelle Cassin

Talent Acquisition Manager, Propeller Aero

Grow Faster and Smarter.

Fill hard-to-hire roles fast and cut costs with offshore talent.

Talk to Us

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