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INTRODUCING
CW PRICECASTER

January 23rd, 2020

AGENDA

- THE PROBLEM
- MEMBER USE CASES
- SNEAK PREVIEW – DEMO OF TOOLS
- THE CALL TO ACTION

DEFINE YOUR UNIFIED WORKFORCE

Many CEOs, CHROs, CPOs, and CFOs do not have clarity on classification nor count

"EXTENDED WORKFORCE" + EMPLOYEES

"CONTINGENT WORKERS"

- *Self-employed Worker*
- *Freelancer*
- *1099 Worker*
- *Gig Worker*
- *Staff Augmentation*
- *Staffing*
- *Temp to Hire*
- *On-Demand Worker*
- *Crowd Worker*
- *Temp*
- *Independent Contractor*

"SERVICES PROCUREMENT"

- *SOW*
- *Professional Services*
- *Consultants*
- *1099 Contractor*
- *Managed Project*
- *Managed Service*
- *3rd Party Worker*
- *Outsourced Worker*

EMPLOYEES

- *Part-Time*
- *Full-Time*
- *FLEX-Time*
- *W-2 Workers*

1 PROBLEM

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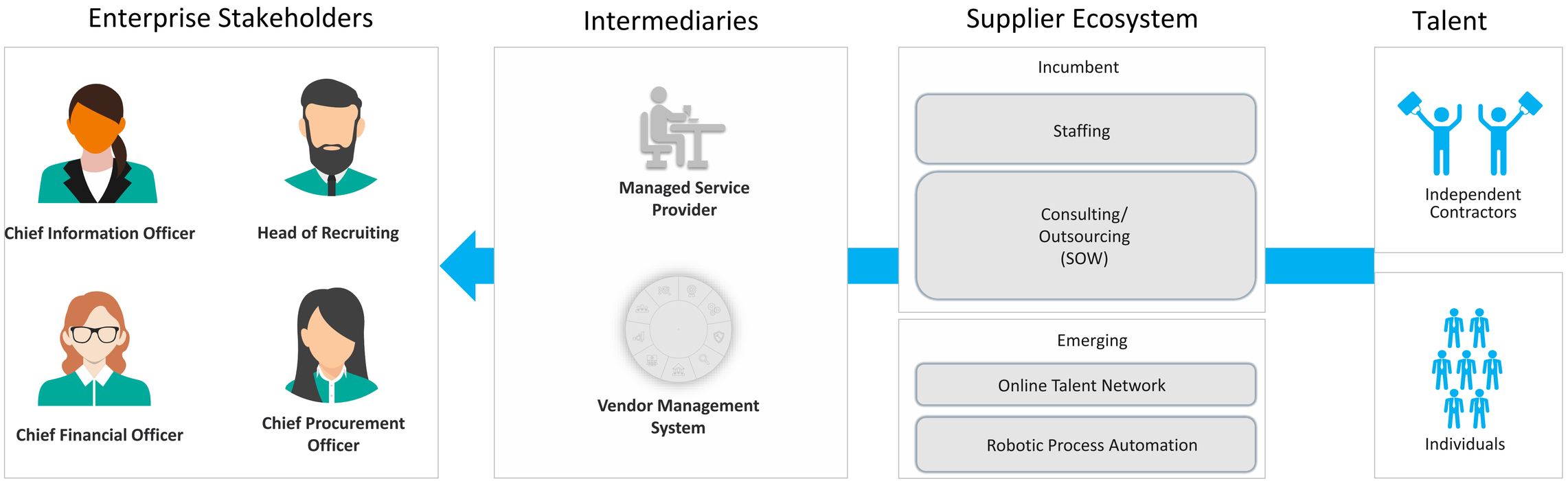
Data Complexity



Source: SIA, Brightfield Research

2 PROBLEM

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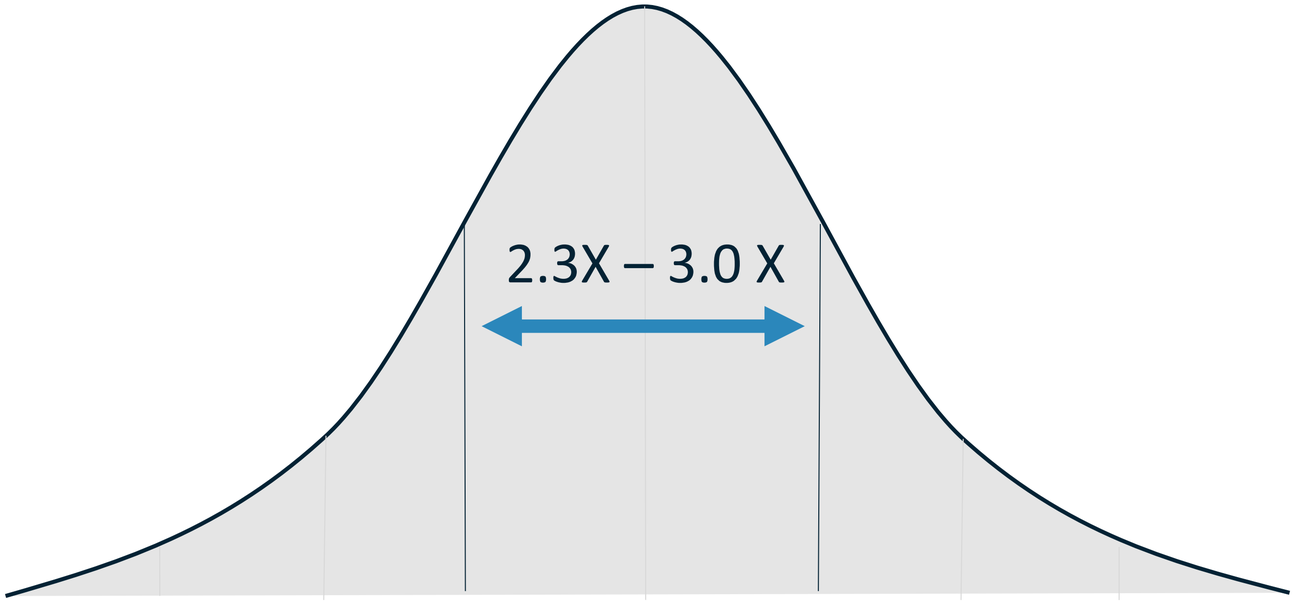
Market Price Inefficiency & Lack of Transparency

Non-Employee Worker

IT Job Price *Variance*



Source: SIA, Brightfield Research

* Job Rate Variance - The ranges shown capture 68% of all rates submitted (one standard deviation). Range represents the variance for last 5 years

Services Procurement (SOW)

Challenges

LARGE	UNMANAGED
2X Contingent Workforce Spend	Less Than 50% SOW Spend Managed
ZERO INSIGHT	**HIGH RISK**
No Market Standards For Deliverable Cost	20% Of SOW Mis-Classification Risk

3 PROBLEM

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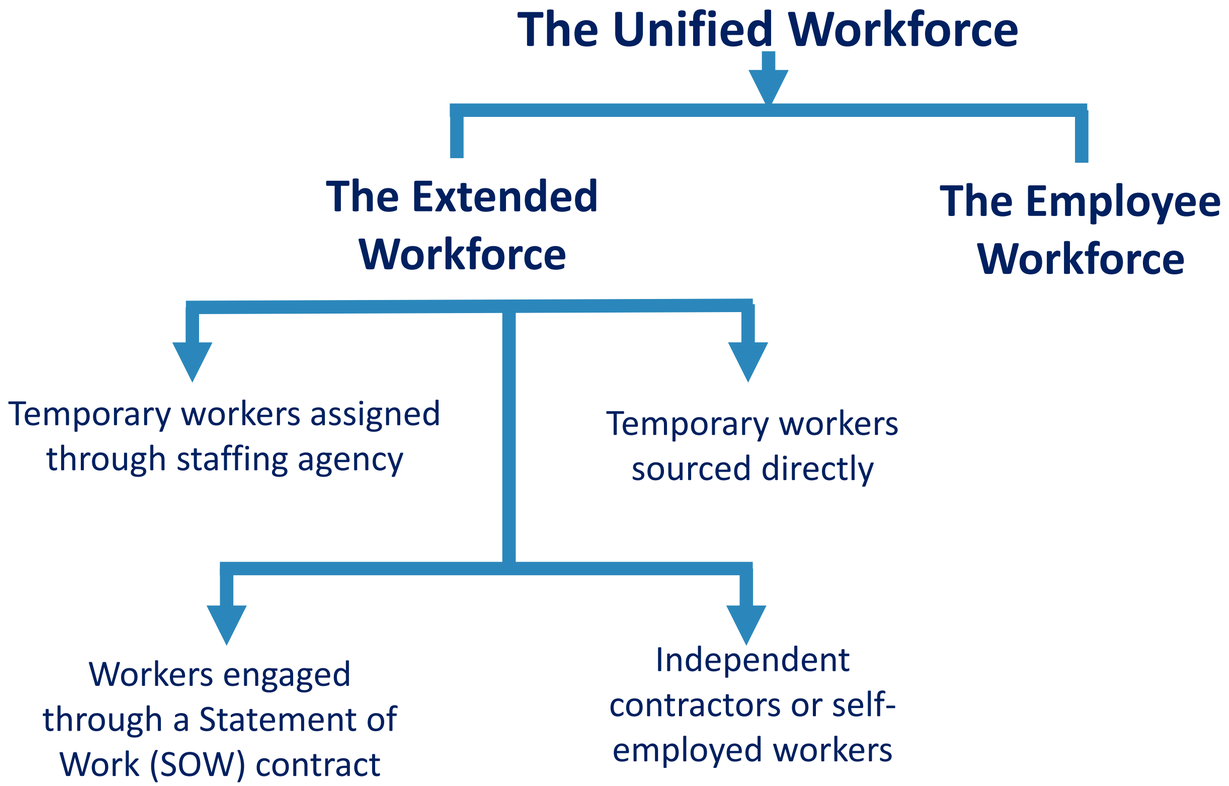
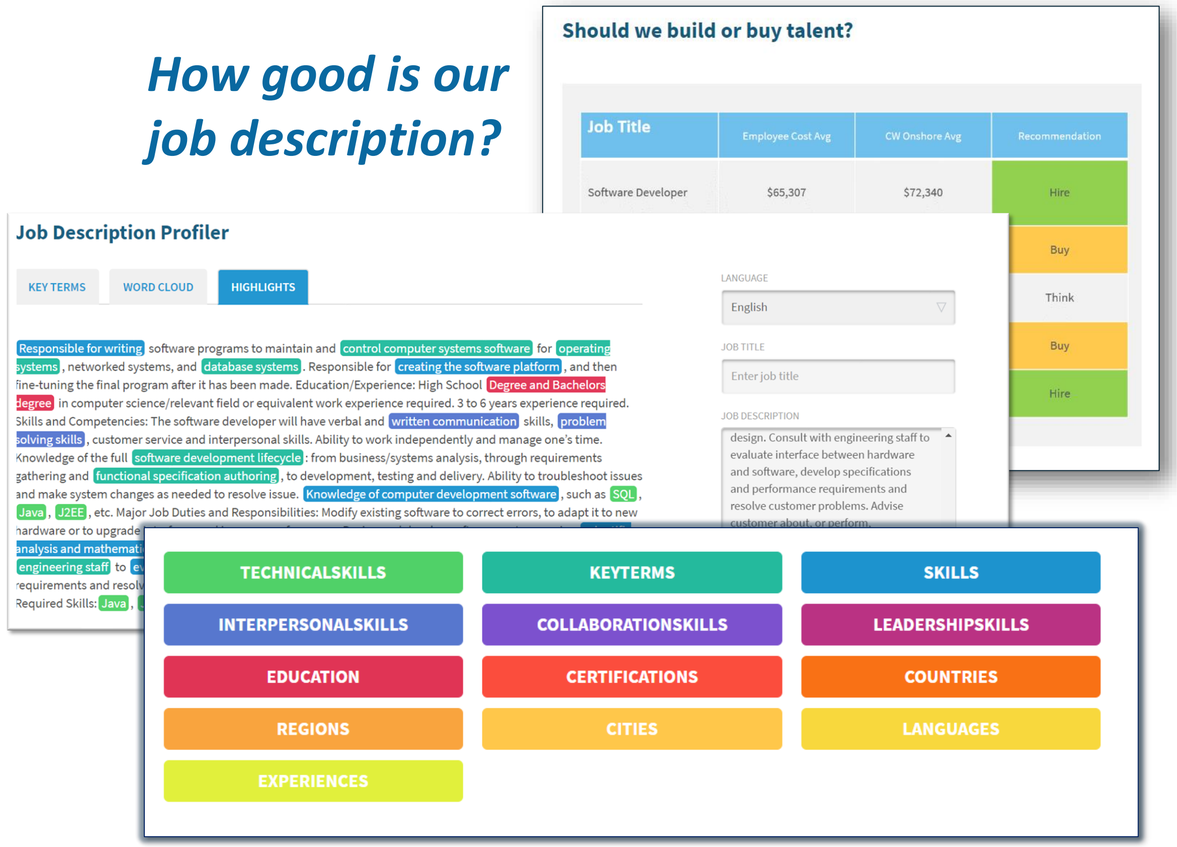
Trade-offs on the “work”



Should we build or buy this role?

How good is our job description?



AN ANTIQUATED APPROACH TO MARKET PRICING

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1 Biased Intermediaries

Transparency through data

2 Outdated Analytic Techniques

Normalizing definitions of the work

3 Lacks Connection to Sourcing Decisions

Quantifying supply chain trade-offs

MEMBER OBJECTIVES

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Business Impact

Program Maturity

OPTIMIZE TOTAL WORKFORCE
Conduct total talent mix analysis, evaluate non-employee vs employee costs, quality, efficiency, and risk

CLASSIFY SOW SPEND
Create data from SOW PDFs to identify misclassification and quantify savings opportunities

PRIORITIZE PERFORMANCE GOALS
Assess continued program performance, diagnose challenges, and develop roadmap and dashboard

EVALUATE TAXONOMY & RATE CARDS
Assess job role taxonomy and rate card compliance

ASSESS CONTINGENT WORKFORCE PROGRAM
Evaluate program maturity and objectives to inform strategy

CASE STUDY: RATE OPTIMIZATION

Member Profile

Financial Services organization on a multiyear digital transformation journey faces a cost reduction target. Leverages Brightfield's CW Pricecaster suite to enable quality, productivity and cost management trade-offs for contingent workforce.

Situation

- Unable to attract and retain tech talent
- Inefficient, decentralized processes and many rate cards
- Lack of alignment among IT, Finance, HR, and Procurement

Solution

- Prioritize high value, high volume assignments
- Normalize work through Brightfield's Job Description Profiler
- Assess rate with Brightfield's Tru-Market Valuator

Impact

Identifies $3.2M in savings opportunity.

Delivers $1.1M in hard savings within first month.

CASE STUDY: FILLABILITY OF ASSIGNMENTS

Member Profile

Technology organization makes decentralized hiring and sourcing decisions based on outdated assumptions and modified FTE rates for their Contingent hires. Looks to Brightfield for workforce insight and decision support to empower business partner hiring decisions.

Situation

- High volume of extended workforce spend
- Decentralized processes
- Untested assumptions on what drives a role to be competitive, beyond location and rate

Solution

- Prioritizes difficult to fill assignments
- Determines best fit job variant with Fillability
- Guides hiring manager and business partner scenario planning via Brightfield's Fillability

Impact

Reduces time to fill Software Developer assignments by 26%.

Increases likelihood of filling faster than competitors by 18%.

THE CW PRICECASTER SUITE

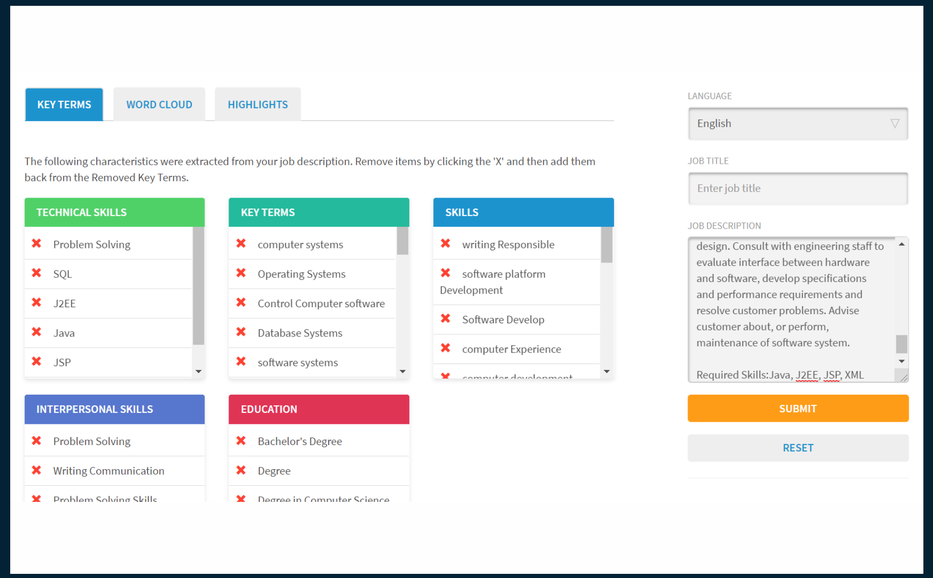
Brightfield

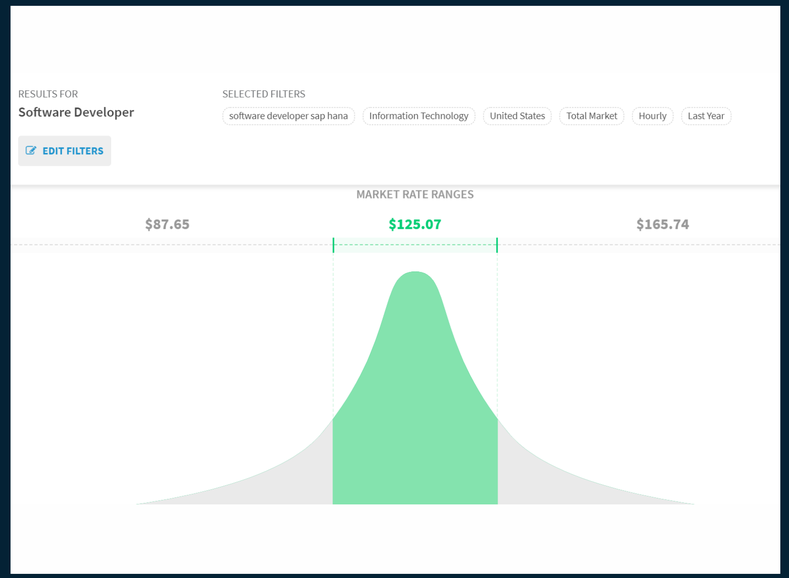
The foundation of Brightfield's tool set addresses three critical predictive pricing and forecasting needs:

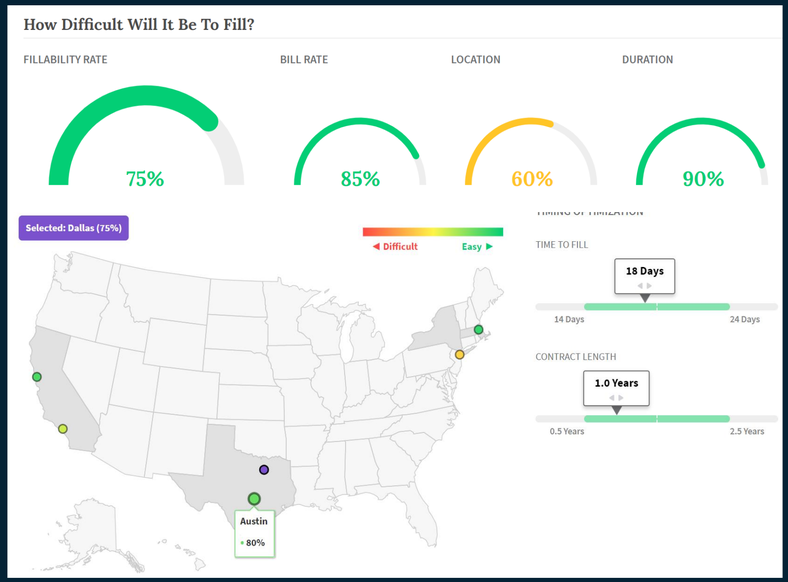
#1
Normalize job descriptions to the market and understand which factors drive the rate

#2
Benchmark pricing based on the work, rather than a job title

#3
Identify factors to help you fill a role faster than your competition







DEMO OF BRIGHTFIELD TOOLS:

- JOB DESCRIPTION PROFILER
- TRU-MARKET VALUATOR & BULK TRU-MARKET VALUATOR
- FILLABILITY

BENEFITS

- **Optimized Job Descriptions Help Address Worker Scarcity**
- **Fill Faster than Competitors by Modeling What-if Scenarios**
- **Drive Supplier Negotiations with Bill, Pay, & Mark up**
- **Assess True Impact of Which Factors Drive Rates**
- **Identify Where You Over vs. Under Pay**

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THE EXTENDED WORKFORCE SYSTEM OF INTELLIGENCE

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Brightfield's Talent Data Exchange (TDX)

Unique Business Insight

What's the market value of the work?

Pricing

What is my company paying for that work?

Cost Visibility

Which supplier(s) are we over/ under-paying?

Supplier Visibility

Tools to Drive Performance

How do we align optimal rates to workforce mix?

Cost Management

How can recruiters deliver most efficiently?

Recruitment Management

How do I manage the quality of the output?

Performance Management

- **Dedicated** Extended Workforce Experts
- **150+** Years Combined Niche Expertise
- **300K** Hours of Professional Services

- **300+** Members
- **80%** of Top MSPs
- **$350B** of Extended Workforce Transactions
- **40%** of all Contingent Workforce Spend

CW PRICECASTER SUITE

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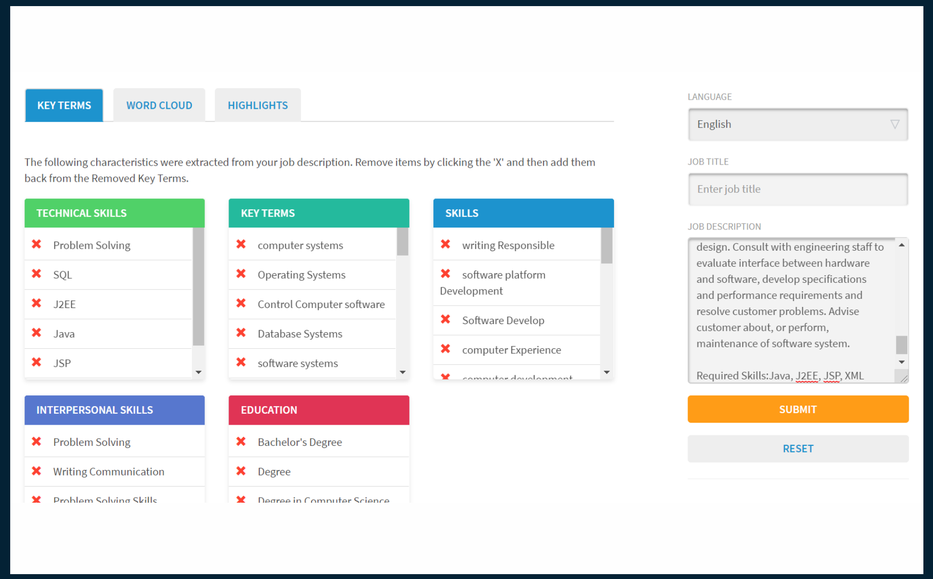
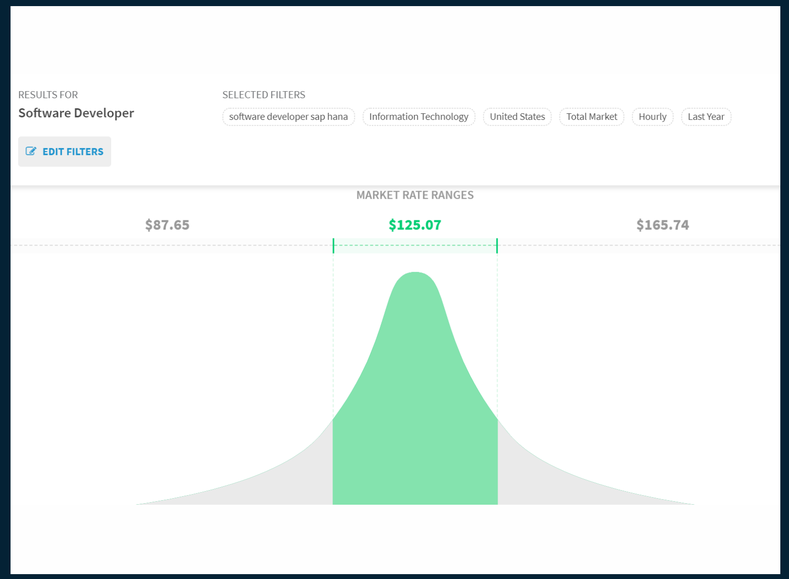
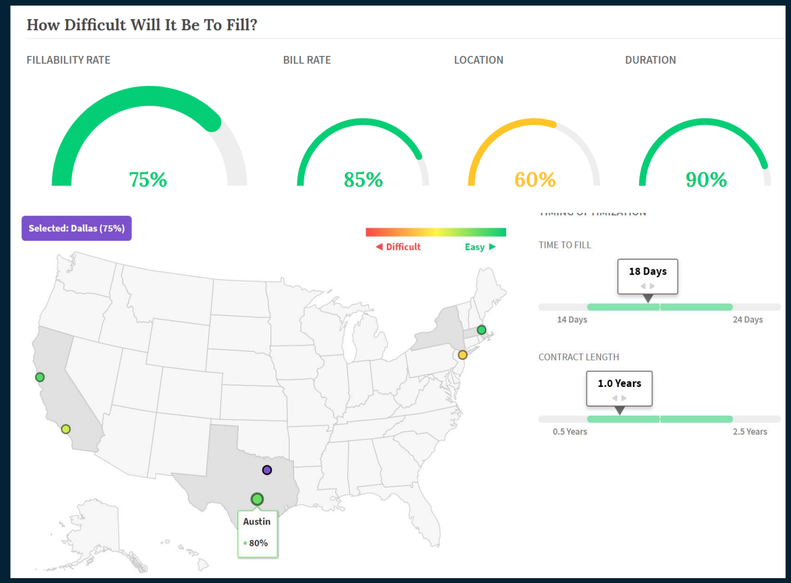
JOB DESCRIPTION PROFILER



TRU-MARKET VALUATOR



FILLABILITY INDEX