

## 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"**

<b>"CONTINGENT W</b>	/ORKERS"
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Self-emplo Worker		icer 1099 Worker	
Gig Work	er Staff Augmente	SLUIIIIU	
Temp to Hire	On-Demand Worker	Crowd Worker	
Тетр	•	Independent Contractor	

SO

Mana Proje

## "SERVICES PROCUREMENT"

V <sup>F</sup>	Professional Services		
Consultants	5 1099 Contractor		
ged	Managed		
ect	Service		
3 <sup>rd</sup> Party	Outsourced		
Worker	Worker		

Part-Time	Full-Ti
FLEX-Time	W-2 Wo

**EMPLOYEES** 







## Data Complexity











## 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





## Trade-offs on the "work"



## Should we build or buy this role?

## How good is our job description?

HIGHLIGHTS

**Job Description Profiler** 

KEY TERMS

WORD CLOUD

### Job Title \$72,340 Software Developer \$65.307 Hire Buy LANGUAGE Think English Buy JOB TITLE ble for writing software programs to maintain and control computer systems software for operating s, networked systems, and database systems. Responsible for creating the software platform, and then Enter job title fine-tuning the final program after it has been made. Education/Experience: High School Degree and Bachelors Hire degree in computer science/relevant field or equivalent work experience required. 3 to 6 years experience required. JOB DESCRIPTION Skills and Competencies: The software developer will have verbal and written communication skills, problem solving skills, customer service and interpersonal skills. Ability to work independently and manage one's time. design. Consult with engineering staff to Knowledge of the full software development lifecycle : from business/systems analysis, through requirements evaluate interface between hardware and software, develop specifications gathering and functional specification authoring, to development, testing and delivery. Ability to troubleshoot issues and performance requirements and and make system changes as needed to resolve issue. Knowledge of computer development software, such as SQL resolve customer problems. Advise

Should we build or buy talent?









# ANANTIQUATED APPROACH TO MARKET PRICING





### Transparency through data

Normalizing definitions of the work



Outdated **Analytic Techniques** 





Quantifying supply chain trade-offs

# MEMBER OBJECTIVES

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





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

### **ASSESS CONTINGENT WORKFORCE PROGRAM**

Evaluate program maturity and objectives to inform strategy

**Business Impact** 



# Brightfield

### **OPTIMIZE TOTAL WORKFORCE**

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





### **PRIORITIZE PERFORMANCE GOALS**

Assess continued program performance, diagnose challenges, and develop roadmap and dashboard



## **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.



Procurement





## **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

- assignments
- Fillability

### **Solution**

• Prioritizes difficult to fill

• Determines best fit job variant with Fillability

 Guides hiring manager and business partner scenario planning via Brightfield's

**Reduces time to fill Software Developer** assignments by 26%.

Impact

**Increases likelihood** of filling faster than competitors by 18%.



# THE CW PRICECASTER SUITE

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

H	1
Π	

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

KEY TERMS WORD CLOUD	HIGHLIGHTS		LANGUAGE
			English
_	racted from your job description. Remove iter	ms by clicking the 'X' and then add them	JOB TITLE
back from the Removed Key Terms.			Enter job title
TECHNICAL SKILLS	KEY TERMS	SKILLS	JOB DESCRIPTION
× Problem Solving	× computer systems	× writing Responsible	design. Consult with en
× SQL	X Operating Systems	<ul> <li>software platform</li> <li>Development</li> </ul>	evaluate interface betwee and software, develop s
× J2EE	X Control Computer software		and performance requir resolve customer proble
🗙 Java	× Database Systems	X Software Develop	customer about, or perf maintenance of softwar
× JSP	× software systems	× computer Experience	
	· · · · · · · · · · · · · · · · · · ·	👻 computar doualopment	Required Skills: Java, J2
INTERPERSONAL SKILLS	EDUCATION		SUBM
× Problem Solving	✗ Bachelor's Degree		RESE
× Writing Communication	× Degree		
Problem Solving Skills	X Degree in Computer Science		

RESULTS FOR Software Develop	er	SELEC
<b>EDIT FILTERS</b>		
	\$87.65	

neering staff to en hardware ecifications ments and ns. Advise

E, JSP, XML





#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 •
- FILLABILITY



## TRU-MARKET VALUATOR & BULK TRU-MARKET VALUATOR

# BENEFITS

Brightfield

Opti

**Fill Fa** 

Drive

**Assess True Impact of Which Factors Drive Rates** 



Identify Where You Over vs. Under Pay

**Optimized Job Descriptions Help Address Worker Scarcity** 

Fill Faster than Competitors by Modeling What-if Scenarios

Drive Supplier Negotiations with Bill, Pay, & Mark up

# THE EXTENDED WORKFORCE SYSTEM OF INTELLIGENCE

### **Unique Business Insight**



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

**Brightfield's Talent Data Exchange (TDX)** 



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



# CW PRICECASTER SUITE

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0	racted from your job description. Remove iten	ns by clicking the 'X' and then add them	JOB TITLE
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× Problem Solving	× computer systems	× writing Responsible	design. Consult with engineering staff to
× SQL	× Operating Systems	× software platform	evaluate interface between hardware and software, develop specifications
× J2EE	X Control Computer software	Development	and performance requirements and resolve customer problems. Advise
🗙 Java	× Database Systems	X Software Develop	customer about, or perform, maintenance of software system.
× JSP	× software systems	× computer Experience	maintenance of software system.
	<b>v</b>	👻 computor doualopment 🔻	Required Skills:Java, <u>J2EE</u> , <u>JSP</u> , XML
INTERPERSONAL SKILLS	EDUCATION		SUBMIT
× Problem Solving	× Bachelor's Degree		RESET
× Writing Communication	× Degree		
Y Problem Solving Skills	X Degree in Computer Science		

RESULTS FOR	SELECT
Software Developer	softwa
C EDIT FILTERS	
\$87.6	5

# Brightfield

### **TRU-MARKET VALUATOR**





