

Technology Skills and Talent: Reimagining Talent Acquisition and Management with Technology Platforms

March 2022: Complimentary Abstract / Table of Contents



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Tracking: providers, locations, risk, technologies

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Background of the research

The pandemic has turned digital transformation into a hygiene factor for enterprises as they aim to strengthen their business resilience. However, the major obstacle for them in realizing this goal is their talent. Over 86% of enterprises consider IT talent shortage as a key barrier in their digital transformation journey. The ever-widening skills gap, the rising attrition rates, and the lack of project readiness are affecting the pace of transformation initiatives among clients.

Hence, effective talent management channels are becoming pertinent in this struggle to remain competitive. Firms are increasingly partnering with service providers as well as technology vendors offering platforms and solutions that can aid them in their talent management. These platforms leverage next-generation technologies such as AI and data analytics to enable internal talent mobility, career pathing, and learning management. With the use of technology, these solutions are also instrumental in aiding firms to achieve their Diversity, Equity, and Inclusion (DEI) goals while ensuring bias-free recruitment.

This report aims to provide an overview of the various solutions and platforms offered by service providers and technology vendors in aiding their clients to gain access to IT talent. As firms aim to charter their talent journey, they will benefit from developing a strong partner strategy by leveraging next-generation technologies.

Scope of this report



Geography
Global



Industry
All industries



Services
IT services

Overview and abbreviated summary of key messages

This report aims to provide an overview of the various solutions and platforms offered by technology providers in aiding their clients to gain access to IT talent. As firms aim to charter their talent journey, they will benefit from developing a strong partner strategy by leveraging next-generation technologies.

Some of the findings in this report, among others, are:

Market trends

- Rising attrition and the burgeoning skill gap are the biggest obstacles in talent management
- North America is at the forefront of leveraging technology platforms for talent management and development
- Technology and manufacturing industries lead other industries when it comes to the adoption of technology platforms for talent development and management
- AI and analytics are at the center of developing personalized learning content and assessments for employees based on their interests and skills
- Talent platforms are increasingly focused on conducting customized role-based assessments to ensure a better employee fit to the role
- Most platforms provide industry-specific live/simulated project experience to aid enterprises in providing more practical training to their employees and enhance project readiness. The solutions studied in this research have productivity improvement as a key value proposition

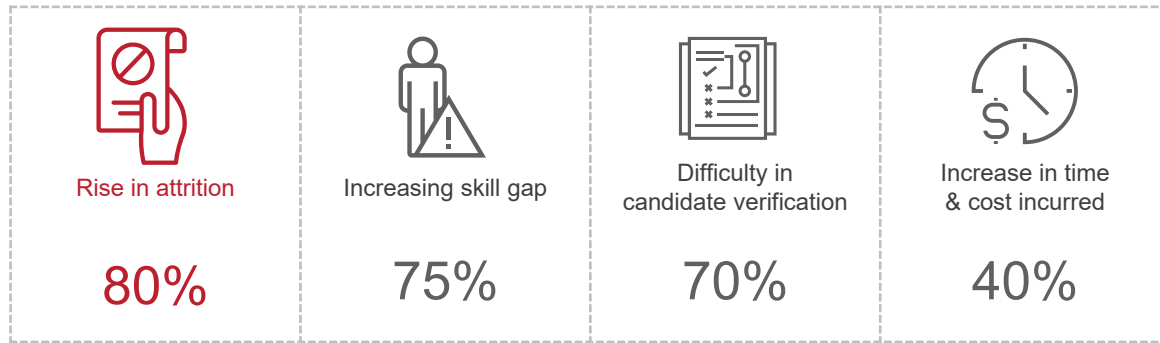
Enterprise sourcing considerations

- This report features a two-page detailed profile of 9 leading technology providers covering their offerings, investments, case studies, and industry and geography presence
- Talent acquisition and skills marketplace and talent development are two major categories where providers offer solutions to their clients
- Embedding analytics and machine learning capabilities in their solutions to offer data-driven decision making is a key focus area for these providers

This study offers two distinct chapters providing a deep dive into key aspects of talent technology for IT services market; below are four charts to illustrate the depth of the report

Rising attrition and the burgeoning skill gap

Key challenges considered by enterprises in talent management



Project readiness quotient of talent pool

Skill	Project readiness quotient of talent pool
Data	High
Blockchain	Medium
Agile	Medium-High
Artificial Intelligence (AI)	Low-Medium
SAP HANA & Leonardo	Low-Medium
Oracle cloud	Low-Medium
AWS	Medium-High
Google cloud	Medium
High-end custom app development	Low
Security	Low

Challenges in candidate verification

Candidate verification

Over **50%** of resumes globally include discrepancies such as inaccurate employment dates, incorrect employment history, and fabricated accomplishments.

Case study
PwC leverages blockchain to verify and validate job applicant credentials and expedite recruiting. PwC is one of the firms to use blockchain and AI technologies to verify a candidate's credentials. An applicant applying for the job can grant the employer access to a specific credential on the blockchain. Moreover, the AI system is leveraged to find and offer jobs to the right candidates without requiring them to apply first.

Increasing time and cost in hiring and training

Almost **40%** of executives believe that the time taken to hire and the cost incurred are key challenges, with these metrics further increasing for roles requiring techno-functional skills, critical thinking, and complex problem-solving skills.

Case study
Unilever leverages AI technology to assess candidates in their homes. ML algorithms are used to assess their suitability for the different roles that candidates apply for by matching their profiles against those of previously successful employees. The firm was able to achieve a reduction of 70,000 work-hours of interviewing and assessing candidates.

Platform providers featured in this research

Technology talent platform

Talent acquisition and skills marketplace

- Hackathon platforms and technical assessments: Hackerearth, TQ
- Internal talent marketplaces / talent mobility: paddle, gloat, hitch
- Crowdsourcing/gig platforms: CATALANT, fiverr, Visage

Talent development

- Learning Management Systems (LMS): BetterUp, PLURALSIGHT, TCSION
- Career pathing: eightfold.ai, gloat, phenom
- Skilling analytics: Avature, crunchr, eightfold.ai

The market report has 19 vendor/solution provider profiles spread across the areas of talent acquisition, talent marketplaces, LMS, career pathing & skilling analytics

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Provider | technology skills and talent profile (page 1 of 2)

Solution overview

Analyst point of view
 Provider lays strong emphasis on leveraging neural networks and ML to address internal and external talent among enterprises. The firm offers a configurable SaaS platform for talent management. It has also established a strong partner network to enable easy integration with existing HR systems as well as to codvelop with them. The firm would benefit from actively leveraging its customer base to ensure personalization among customers.

Total clients

< 10	10 - 50	50 - 100
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Pricing model

Subscription-based	Transaction-based
--------------------	-------------------

Scope of solutions

Talent acquisition	Internal talent marketplace	Crowdsourcing
Yes	Yes	Yes

Solution overview

Category	Solution	Key features
Talent acquisition, crowdsourcing/gig platforms, and skilling analytics	Provider Contingent Workforce Management (CWM)	It is a managed service
Internal talent marketplace, career pathing	Provider internal mobility	Builds solutions for internal mobility

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Provider | technology skills and talent profile (page 2 of 2)

Case studies and investments

Case study 1 Enabling internal mobility for a French personal care company

Client: XXXX
Business challenge
 The client was facing multiple challenges within its organization:

- X% of the employees wanted more visibility into the career opportunities within the organization
- X% of the positions that were posted externally were filled by internal candidates
- X% of the former employees who regretted leaving L'Oréal identified a lack of visibility into internal career opportunities

Solution
 To aid the firm in overcoming these challenges, Provider launched XXXX for XXXX. This solution reduced the involvement of HR and gave the control back to the employees to perform a variety of actions, such as applying for openings, sharing positions internally, and referring friends or family.

Impact

- X% of the job openings are first posted internally
- X% of the positions posted on the career site are filled by L'Oréal employees
- There is a X% increase in the roles filled by internal candidates vis-à-vis external candidates

Investments (representative list)

Investment theme	Details
Investment 1	Integration with WeChat Work to manage communication
Investment 2	Partnership with Beeline, a software solution provider

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Provider | technology skills and talent profile (page 1 of 2)

Solution overview

Analyst point of view
 XXXX has established itself as a niche player in aiding enterprises in the talent acquisition space. The firm offers assessments and tests specific to computer languages and aids enterprises in their hiring process. It falls behind competitors in providing aptitude tests along with technical assessments. Through its partnership, ease of integration with existing HR systems, and leveraging its partner network, the firm has been able to offer ease of integration to customers. Its AI and bias features have been instrumental in developing bias-free recruitment channels.

Total clients

< 10	10 - 50	50 - 100
------	---------	----------

Pricing model

Subscription-based	Transaction-based
--------------------	-------------------

Scope of solutions

Talent acquisition	Internal talent marketplace	Crowdsourcing
Yes	Yes	Yes

Solution overview

Category	Solution	Key features
Talent acquisition	XXXX	Platform for screening and assessment
Talent acquisition	XXXX	Platform for using AI and bias features
Talent acquisition	XXXX	Platform for providing technical assessments

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Provider | technology skills and talent profile (page 2 of 2)

Case studies and investments

Case study 1 A leading platform for creating and operating Real-time 3D (RT3D) content for XXXX

Client: XXXXX
Business challenge
 The client was facing challenges such as delays in getting completed tests back from candidates. They had limited time for their engineers to assess the results and quickly move the candidates along the hiring process.

Solution

- The solution deployed was a technical assessment platform that made it easy to objectively review the candidates' capabilities without being overly influenced by their resumes
- The solution included XXXX to run technical assessments as well as XXXX and Canvas to conduct remote interviews

Impact

- The client conducted over XX candidate tests in 90 days, saving three hours of engineering time per test
- Unity was able to save XXXX hours of interview time across departments

Case study 2 Transitioning a leading FinTech company into a remote-first recruitment process

Client: XXXX
Business challenge
 XXXX, while focusing on its business growth, started to receive massive volumes of applications that required a thorough screening process and quality check. The hiring process required many changes to help the client remotely hire top candidates faster and stay competitive.

Solution
 Technical interviews were replaced with XXXX and XXXX, which gave candidates the flexibility to take tests wherever they wanted and at any time. With almost double the number of applications being received as compared to the previous year, hiring managers had now the confidence and the tools to select good candidates.

Impact

- Within only six months, the client decreased the time-to-hire by X%
- The client also decreased the engineering time involved in the recruitment process by X%

Investments (representative list)

Investment theme	Details
Business partnership	XXXX appointed Tangent to deliver a brand refresh and a complete redesign of its digital platform and further support the XXXX business with SEO.
Business growth	XXXX raised Series-A funding of €19.8M as investments to accelerate its growth this year, serve more engineering teams, and support the company's growing enterprise clientele.

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Research calendar

Digital Services

Published Planned Current release

Flagship reports

Release date

Talent Readiness for Next-generation IT Services PEAK Matrix™ Assessment 2020	December 2019
Winning the War for Talent: An enterprise Guide to Building a Sustainable Workforce Strategy	July 2020
Winning the War for Talent: Charting the Skilling Journey to Build the IT Services Talent of Tomorrow	August 2020
IT Services Skills Taxonomy	May 2021
Leveraging the Skills Marketplace to Design the Future of Work Strategies	November 2021
Technology Skills and Talent: Reimagining Talent Acquisition and Management with Technology Platforms	March 2022
Talent as an Opportunity In 2022: Leapfrogging the Talent Challenges of 2022	Q2 2022

Note: For a list of all of our published technology skills and talent reports, please refer to our [website page](#).



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