

01

IT Staffing War For Talent

Market Trend – War for Talent

1. What do we see ?

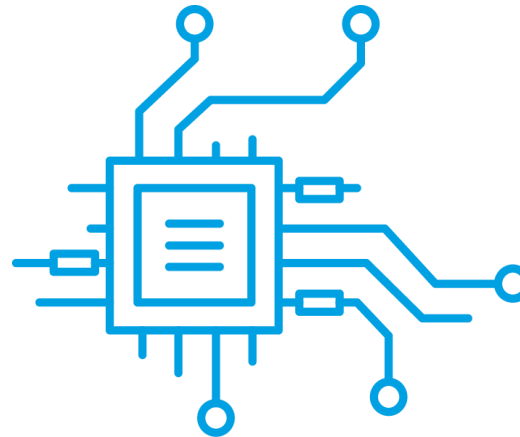
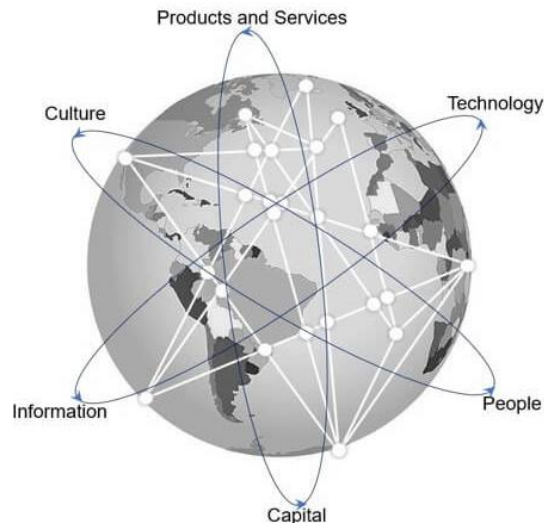
**Globalization,
Changing & Competitive
business models require
different skill sets**

**Digitization & Technology shift
require
Adaption competences & learning
ability**

(for most of the job roles)

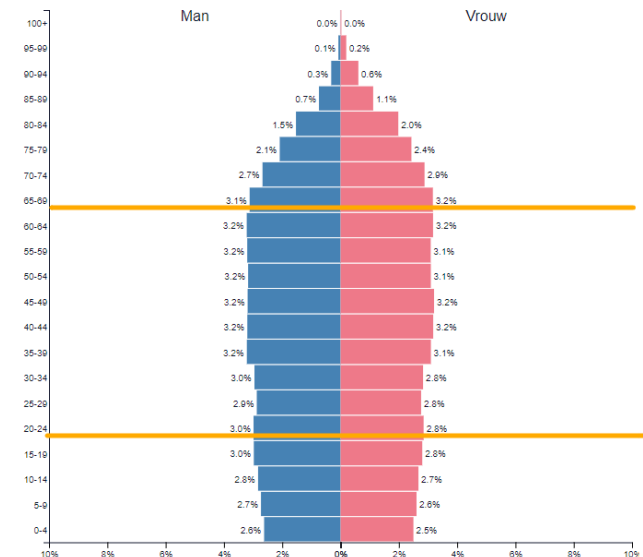
**Structural
Shortage of skilled people caused
by demographic trends**

(All kinds of skills, not only in IT)



België ▼
2030

Bevolking: 11,903,750



Market Trend – War for Talent

1. How does this effect our clients?

Recruitment

Longer fulfillment delay's
Demanding candidates
Higher employer branding costs

Retention

Unpredictable attrition rates
L&D costs & effort
Wage increases

Core business

Under pressure
Operational rather than tactical
Customer value?



More effort



Higher cost

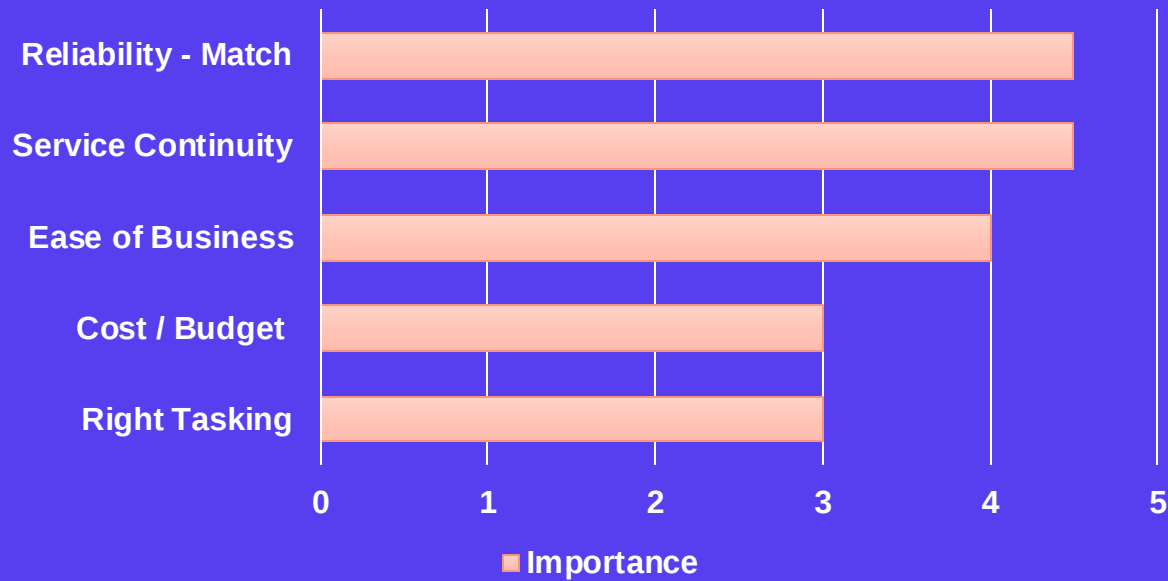


Less focus

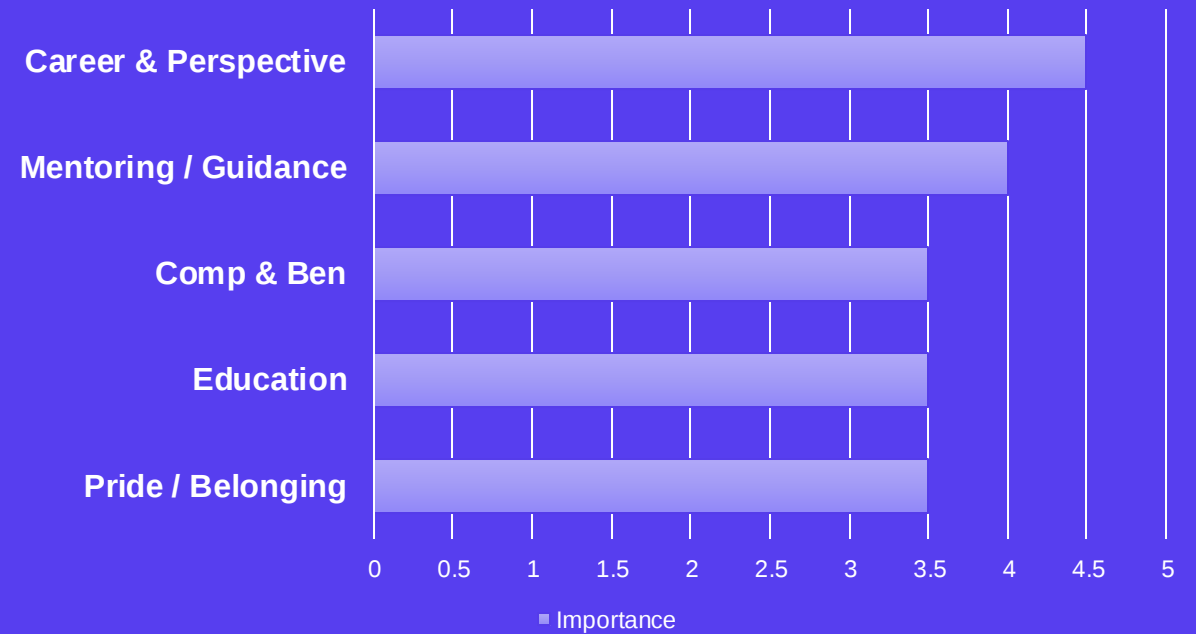
IT Staffing Solutions

What our stakeholders want

What Companies want....



What Talent needs....



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IT Staffing Offering



Full Time Project Sourcing

Some projects require specific expertise – expertise that is not always (instantly) available within your organization. Econocom supports you in finding the right profiles – both for short- and medium-term projects.

From analysis to design, build and run of the IT environment, Econocom will be able to present the right profile.

Econocom specializes in experts in the following sectors: manufacturing, life sciences, energy & services.

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IT Staffing Offering



Managed Staffing

More and more companies are experiencing difficulties in optimally staffing their IT departments. Finding, developing and retaining IT talent is highly challenging.

With Econocom Managed Staffing, we build performing IT teams whilst the customer keeps control over the team objectives and priorities.

Our customer's needs for structural back-up, succession planning, knowledge transfer and team coordination are comfortably fulfilled to the desired service level..

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IT Staffing Offering

Profiles

- **IT Support L1:** Cath/dispatch, Incident handling , break fix, IMAC's
- **IT Support L2:** General troubleshooting, problem management
- **IT Support L3:** System administration, System engineering 'run', Rootcause analysis, in depth technical troubleshooting
- **System Engineer Build** (Server, Storage, Network, Cloud implementation)
- **System Engineering Design;** infrastructure architects
- **IT Governance:** service , project , IT management
- **Collaboration Consultants:** Teams, Sharepoint, hybrid workplace

Full Time

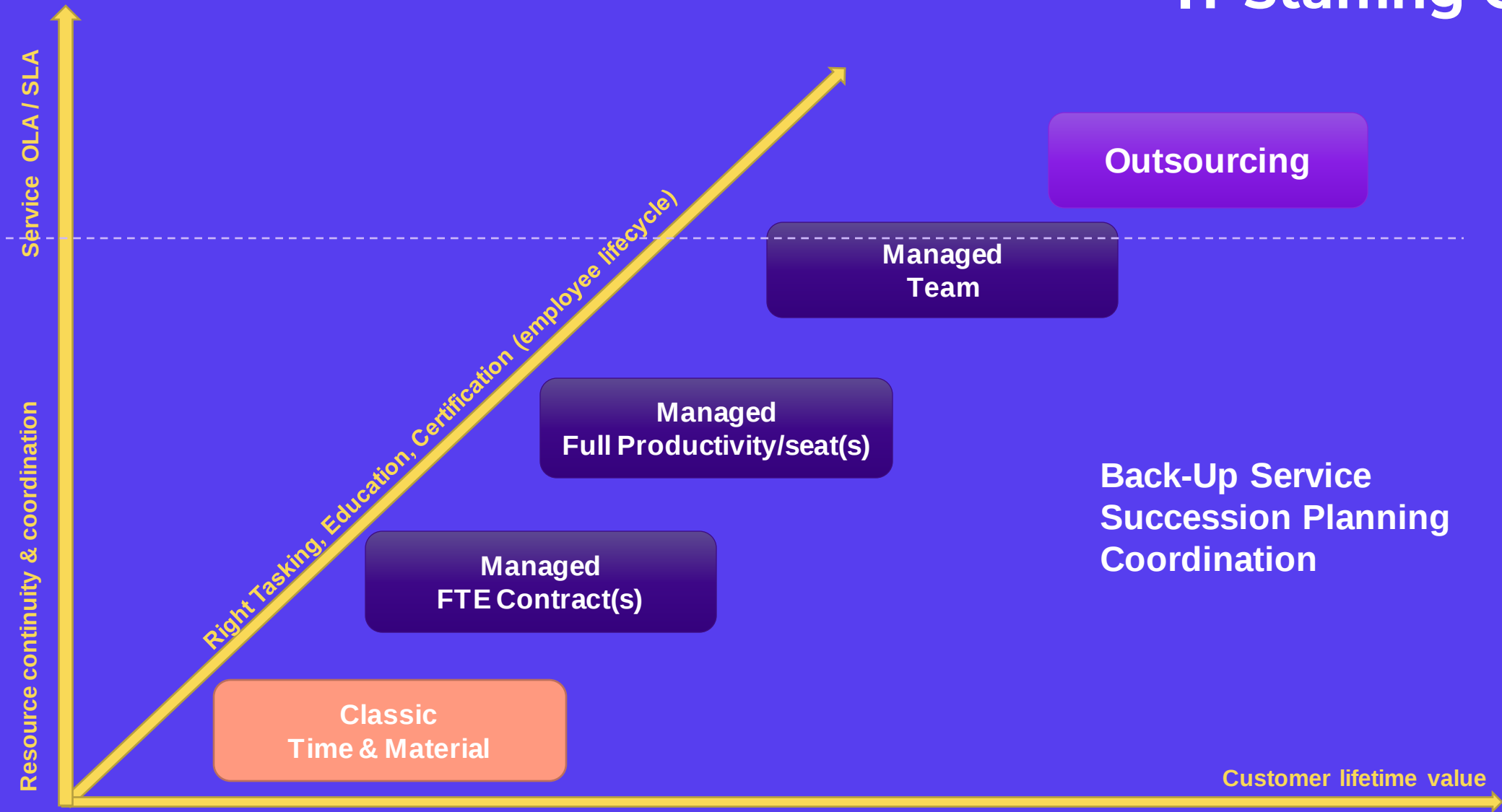
Long Term >3 months

Temporary needs for upstaffing

Structural needs for right staffing

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IT Staffing Offering



Customer lifetime value

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Customer	Contract	# IT staff	
	Long Term project Sourcing Roll out	14 (21)	1.300k (22)
	Managed Staffing VIP End point Infrastructure service Multi Location	11	860K (21)
	General T&M (working towards 'Managed') Multi Site Wavre/ St Amands	10	1.200k (21)
	Total is multi Entity Total Belgium = fixed price incl back-up service	10	900k (21)
	Service Desk 1st/2nd line, on site support Back-up	5	670k (21)
	End point Support engineers System engineers	9	824k (21)

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03

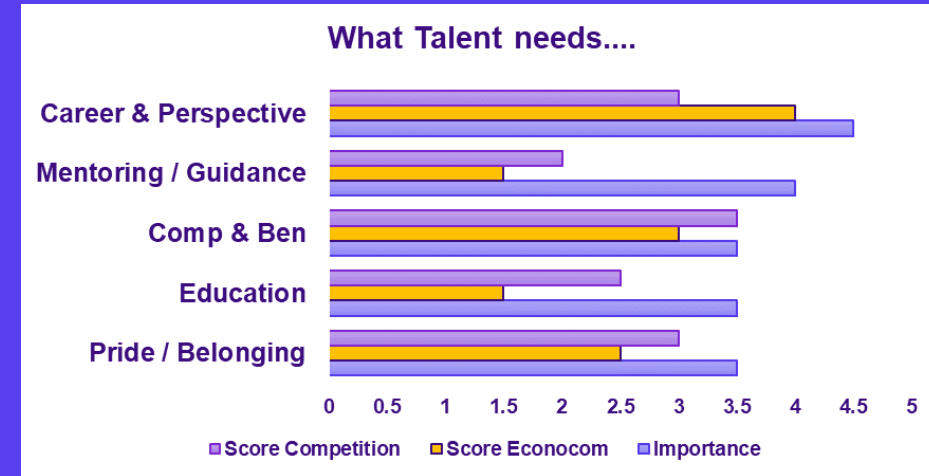
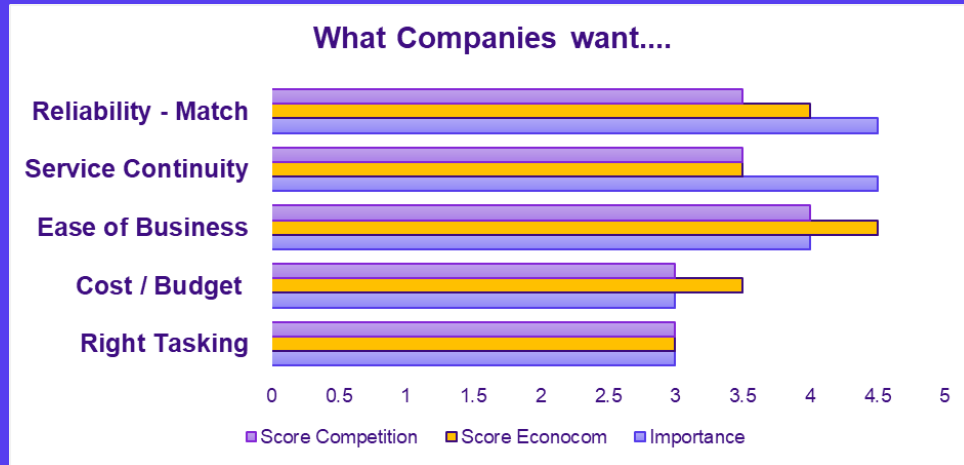
SWOT

USP & Why Econocom?

Competition

Marketing

SWOT



Strong

- Econocom customer mindset = resource manager
- Competitive pricing
- Reliability / Problem fixing

Weak

- Econocom people mindset as career manager
- Commercial unity and representation

Opportunities

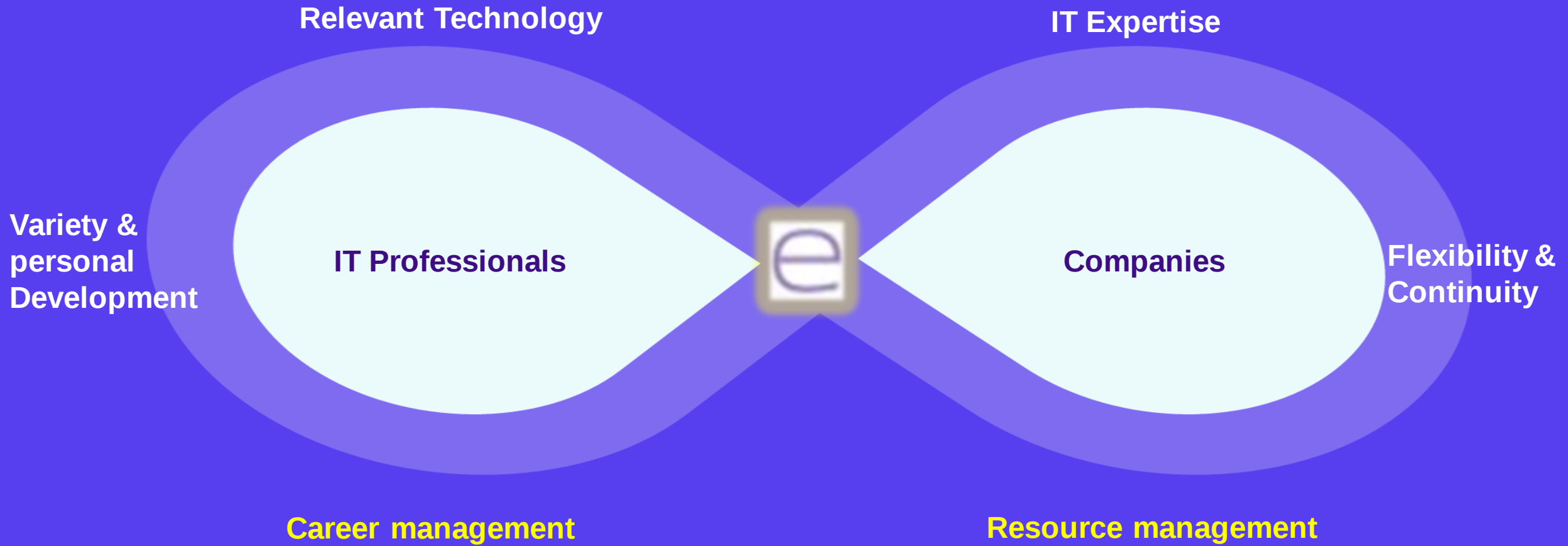
- Competence framework
- Need for outsourcing / ITS as a stepping stone
- 80% of the labour market is not actively looking for another job but might be interested (employer branding and social media recruitment)

Threats

- War on talent
- Platformisation/ commodity procurement

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IT Staffing



USP / Why Econocom

In a world that gets more competitive and complex by the day, companies as well as talented IT professionals are seeking for partners/employers that deliver 'everything as service' for their specific needs.

Econocom as 'One Digital Company' simultaneously plays the role as highly qualified resource manager for its clients as well as career developer for its IT staff.

Given our wide expertise and network in IT matters and decades of experience in design, build, run and finance of IT environments and supporting end users, Econocom IT Staffing does naturally what seems more difficult to organize for others.

The recruitment and staffing activity is volatile by nature (even for us). Unlike the usual bodyhop companies, Econocom specifically targets customers (and resources) with whom we can build reliable and long partnerships rather than profit from one offs.

We specialize in digital support & governance in IT back-end, endpoint infrastructure and multilevel support governance of hybrid workplace/ collaboration.

Our competence management keeps a close eye on both technical and non-technical needs for our customers. This ensures both the further development of our IT professionals and their relevance for our customers' needs.

Other buzz words;

Experience, continuity, clear choice in IT staffing profiles, budget transparency, ease of business, Forward thinking other services...

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Marketing

1. Newsletter available profiles (target audience hiring managers), frequency 2-weekly
2. Newsletter Staffing Matters (target audience HR, C-Level), frequency quarterly
3. Social Media Recruitment (more reach of the 80% non actively soliciting IT staff), permanent campaigns
4. Market Developer : lead generation and business development

04

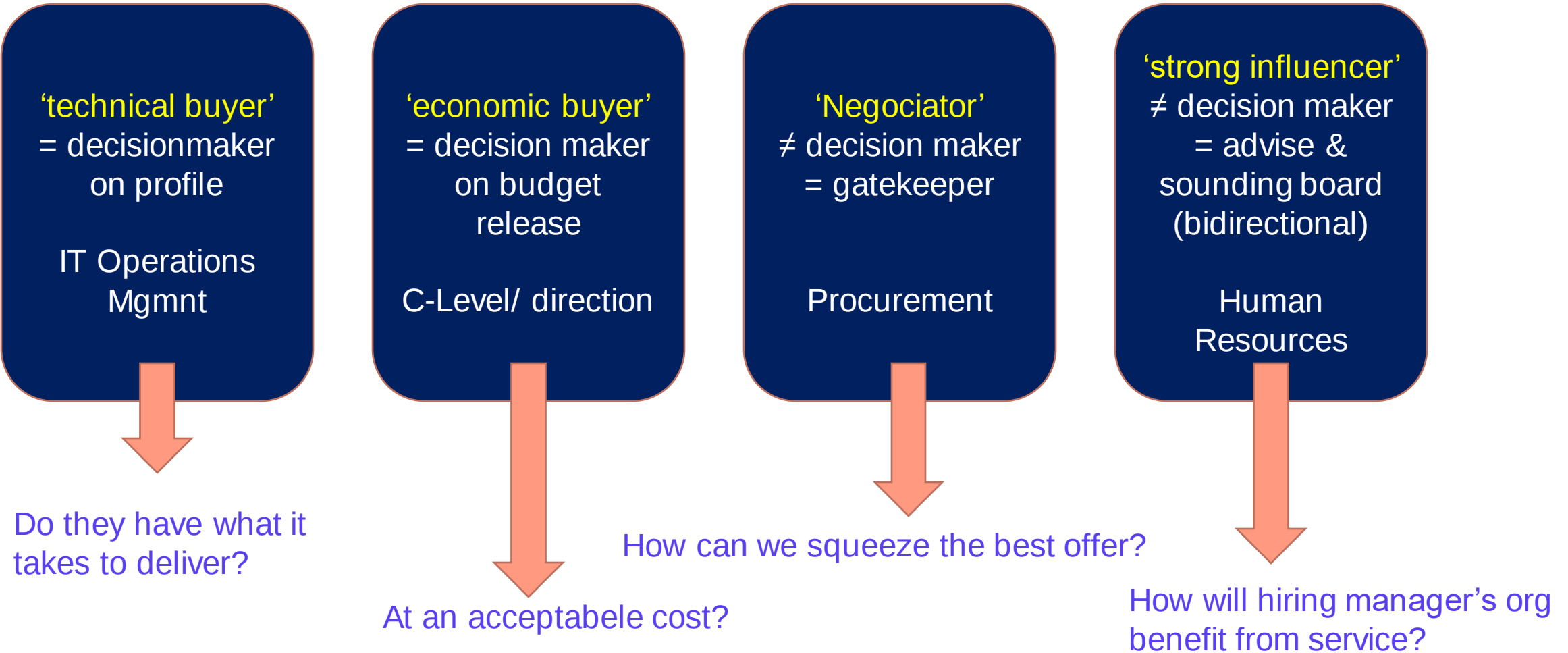
Sales

Target Audience & Pitches

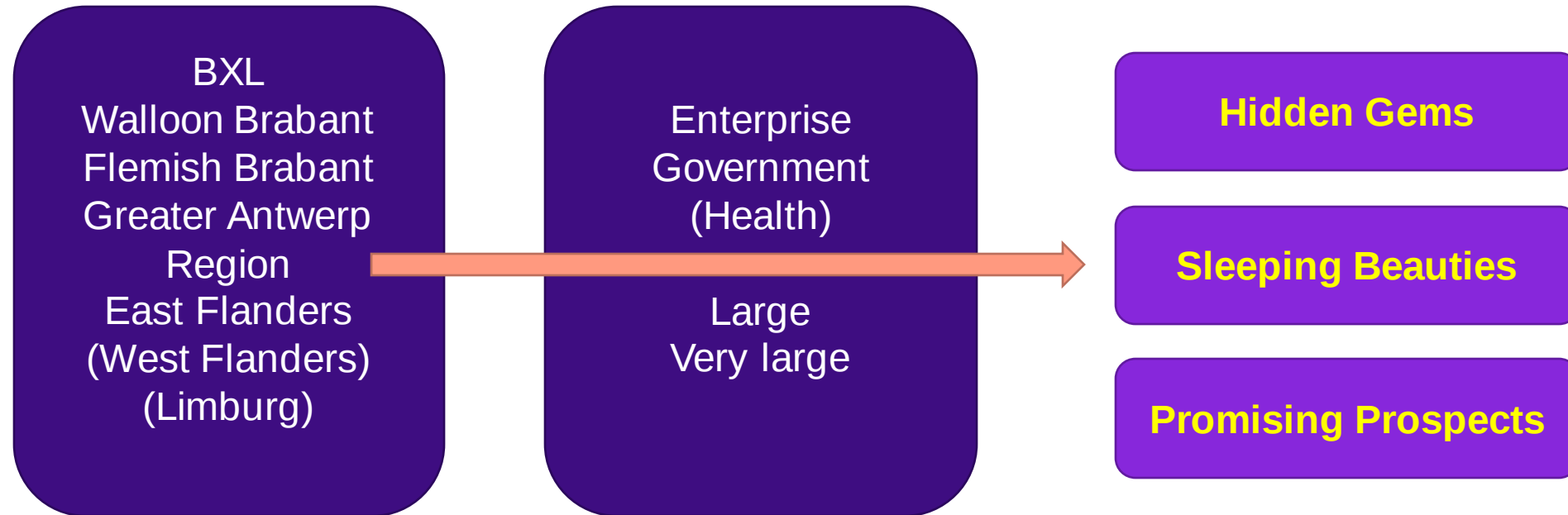
Target Market

Script

Target Audience



Target Market



Script – 5 Questions*

1. To what extend do you and/or your co-deciders have good insight in short or mid term needs for IT Staff? (Are the needs known long beforehand or is it rather reactive)

2. How long does it take in general for your requests for IT staff to be fulfilled? (Are there significant differences between certain profiles?)

3. How does your organization succeed in retaining IT talent? How much time and money is spent in finding, recruiting, onboarding and follow-up and development of internal and external IT staff? (Is there a plan / method?)

4. Do you have clear insight in your total cost of employment and how are your partners helping with this? (Exploration on what they expect from a partner or what not)

5. Why did you externalize your IT Staffing? What goes well today, what could be better and what should absolutely changed? (identify the real needs in a future collaboration)

* Under the assumption that the customer has been qualified as a user of external staffing services and that we are talking to our target audience.

05

**Next Steps
Sales Force**

- Define mutual targets.
- Business management assistance ; needs per sales?
- Feedback on sales kit needs!