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CONTINGENT WORKFORCE
STRATEGIES COUNCIL



Unlocking the Power of Your Extended Workforce With Direct Sourcing

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June 4, 2020

Staffing Industry Analysts Product Overview



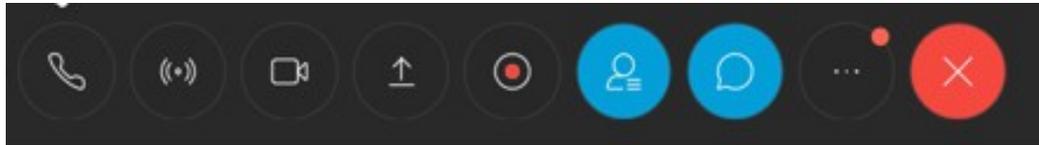
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CWS Council (partial list)



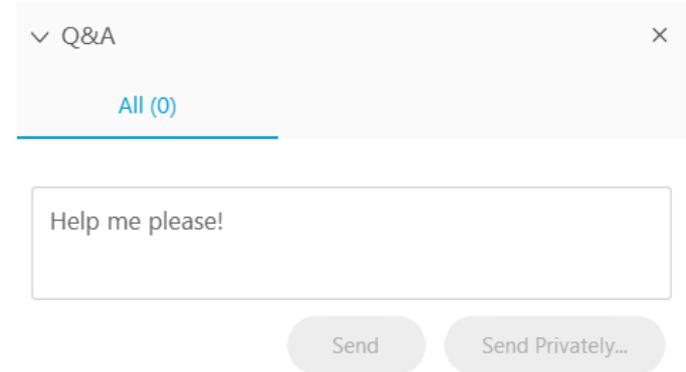
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- Questions may be submitted at any time.
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- Questions? Please email memberservices@staffingindustry.com



A screenshot of a Q&A submission interface. At the top, there is a header with a dropdown arrow, the text "Q&A", and a close button (X). Below the header, the text "All (0)" is displayed. A large text input field contains the placeholder text "Help me please!". At the bottom right of the input field, there are two buttons: "Send" and "Send Privately...".



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Speakers:

- **Jens Audenaert**, General Manager of WorkMarket, an ADP company
- **Chris Paden**, CCWP, Director of Contingent Workforce Strategies & Research (The Americas), SIA



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While survey-based data is imprecise, everything points to a sizeable and growing gig economy

\$600B-1.4T in spend

18-30% of the labor force

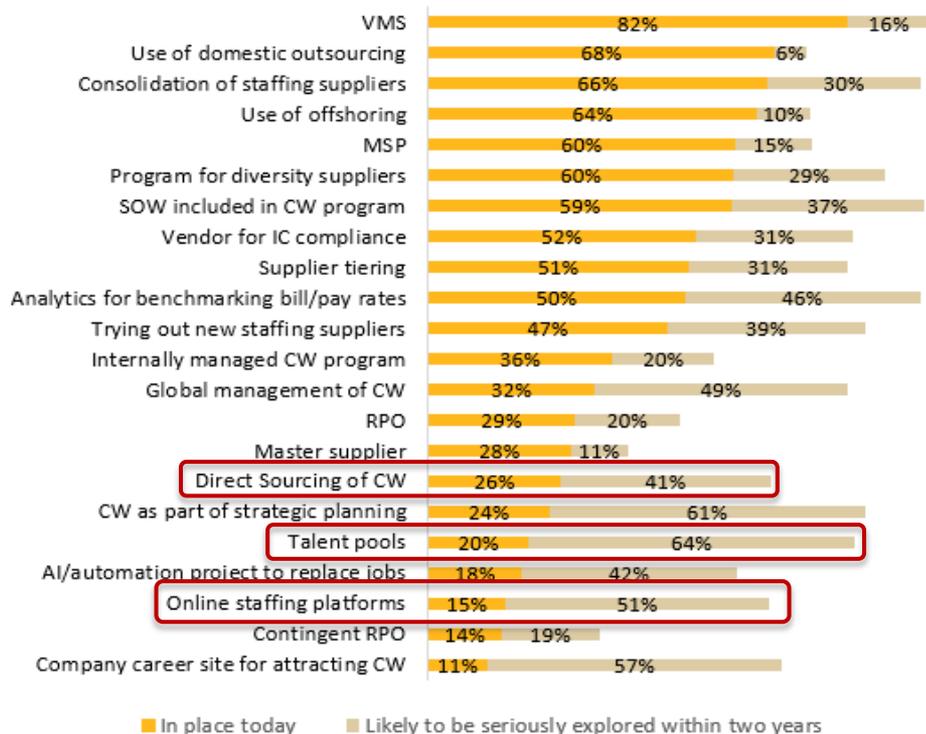
“I don’t know”

Most frequent answer when asked how many
1099 contractors a company uses

The gig economy is one of two major shifts impacting the future of the workforce, changing the structure of how labor is accessed by companies.

BERSIN BY DELOITTE

Buyer Trends and Adoption



Which are you likely to adopt in the next 2 years? (pick two)

- Vendor for IC compliance
- Analytics for benchmarking pay/bill rates
- Internally Managed CW program
- Direct Sourcing of CW
- CW as part of strategic plan
- Talent Pools
- Ai/Automation to supplement jobs
- Online staffing platforms
- Company career site for attracting talent

What about the technology?

Vendor Management System

A VMS is an Internet-enabled application that acts as a mechanism for business to **manage and procure staffing services through third party staffing suppliers** (temporary help as well as, in some cases, permanent placement services) as well as outside contract or contingent labor. VMS systems now often include the management of Statement of Work (SOW) consultants and outsourced services within their scope of coverage.

Typical features of a VMS include supplier management, order distribution, consolidated billing, risk mitigation, headcount tracking and significant enhancements in reporting capability over manual systems and processes.

Freelance Management System

A cloud-based workforce management platform.

The FMS helps businesses **initiate, manage, complete, track and analyze engagements with individual independent workers**, who may be sourced by the provider or the business itself. To fall within the FMS category, a solution provider must provide a complete, end-to-end technology system that allows users in an organization to search for and find a particular worker and activate, complete, and pay for the work engagement within the system. Staffing Industry Analysts views FMS as a sub-category of Online Staffing Platforms as it enables specific hirers and specific (typically contingent) workers to enter into, complete and transact work arrangements.

Companies need to embrace the extended workforce...

...to improve scale and agility in a rapidly evolving marketplace



Drive growth in new markets, products,... at low cost and with flexibility



Drive better SLAs and customer satisfaction scores



Optimize utilization of most companies' highest cost bucket: labor



Access top talent by meeting talent where they are

A large iceberg floating in the ocean. The tip of the iceberg is visible above the water surface, while the much larger, jagged base is submerged underwater. The sky is blue with scattered white clouds.

However...

60%

of all contingent labor
is unaccounted for
in financial planning,
forecasting, and budgeting

Source: Ardent Partners

Why now during a pandemic?

“Champions are created in the off season”



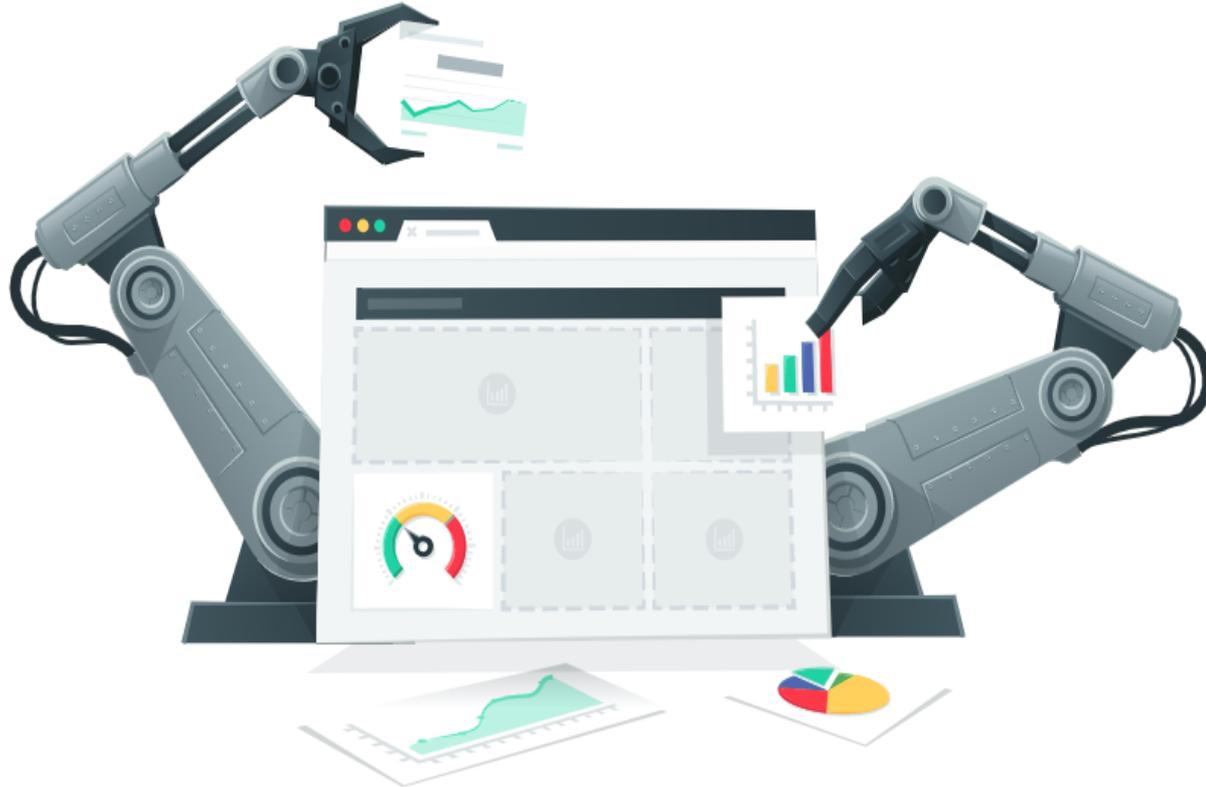
What are the top contingent workforce challenges in your organization? (poll)

- Visibility to CWs
- Consolidation of CW billing
- Manual efforts
- Siloed efforts
- Brand reputation inconsistency
- Risk mitigation inconsistency
- Stagnant mindset about how work gets done
- Workforce surplus (right people doing the wrong jobs)
- Unneeded overhead (over skilling, travel)
- Defining the value proposition

Direct Sourcing Value Proposition



Remove Manual Efforts



Avoid Organizational Silos



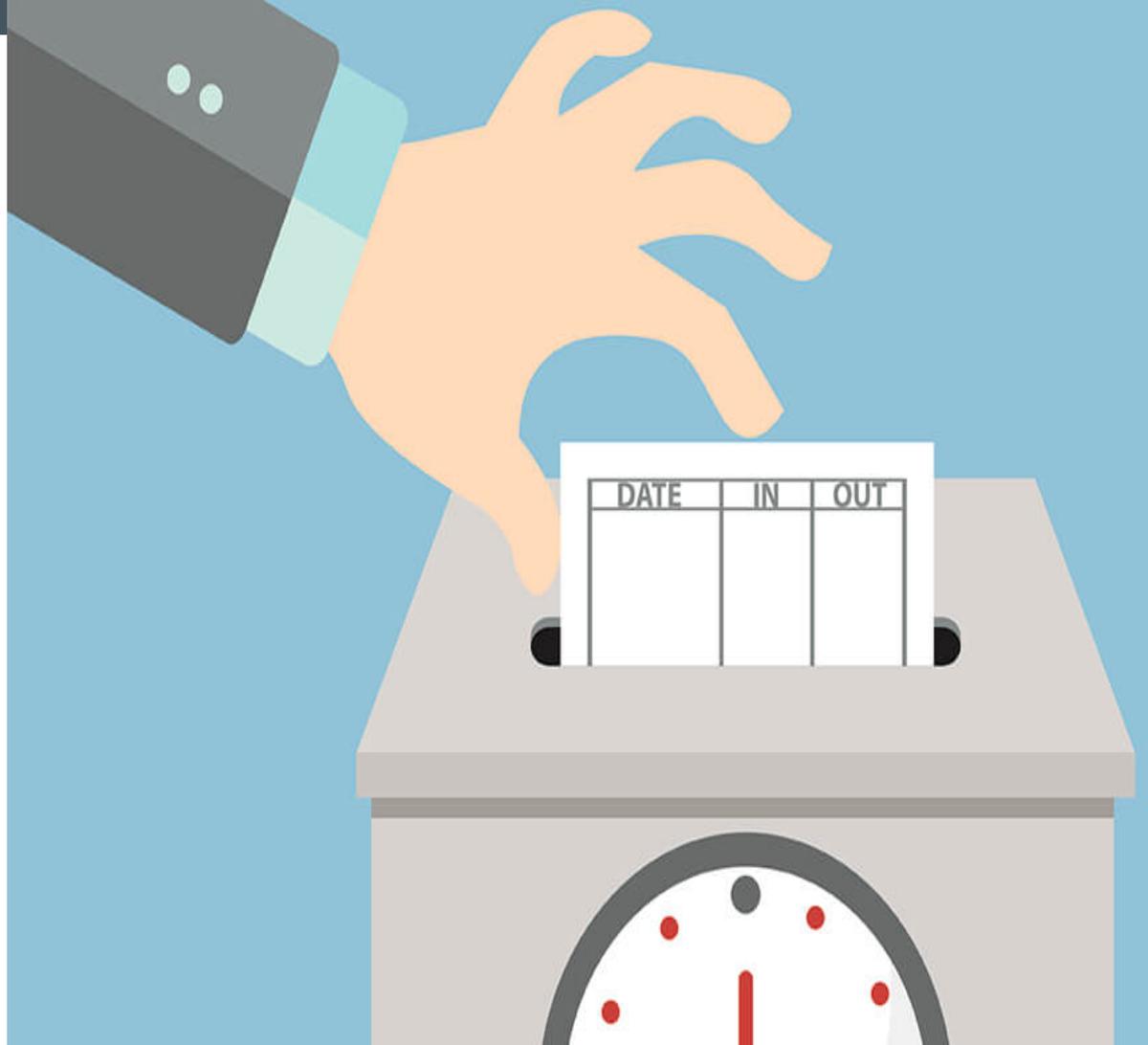
**YOUR
CULTURE
IS
YOUR
BRAND**

Own Your Talent Brand

Be Consistent in Mitigating Risk



Change the Mindset of How Work Gets Done



Disrupting Forces in the Economy



Digital platforms are transforming independent work. We have only begun to see the impact of these online marketplaces.

MCKINSEY GLOBAL INSTITUTE

Address Workforce Surplus and Shortages



Eliminate Workforce Excess



OVER-SKILLING



TRAVEL



REAL ESTATE

Time for Your Questions...



SIA CWS Council Member Resources

- [The Human Cloud, the Gig Economy & the Transformation of Work](#)
- [The Gig Economy and Human Cloud Landscape: 2019 Update](#)
- [Global Staffing Industry Forecast: May 2020 Update](#)
- [Workforce Solutions Buyer Survey: 2019 Full Report](#)
- [Coronavirus \(COVID-19\) Resource Center](#)
- [Talent Acquisition Technology Ecosystem](#)
- [Total Talent Acquisition Developments](#)

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Invest in Your Future. Today.

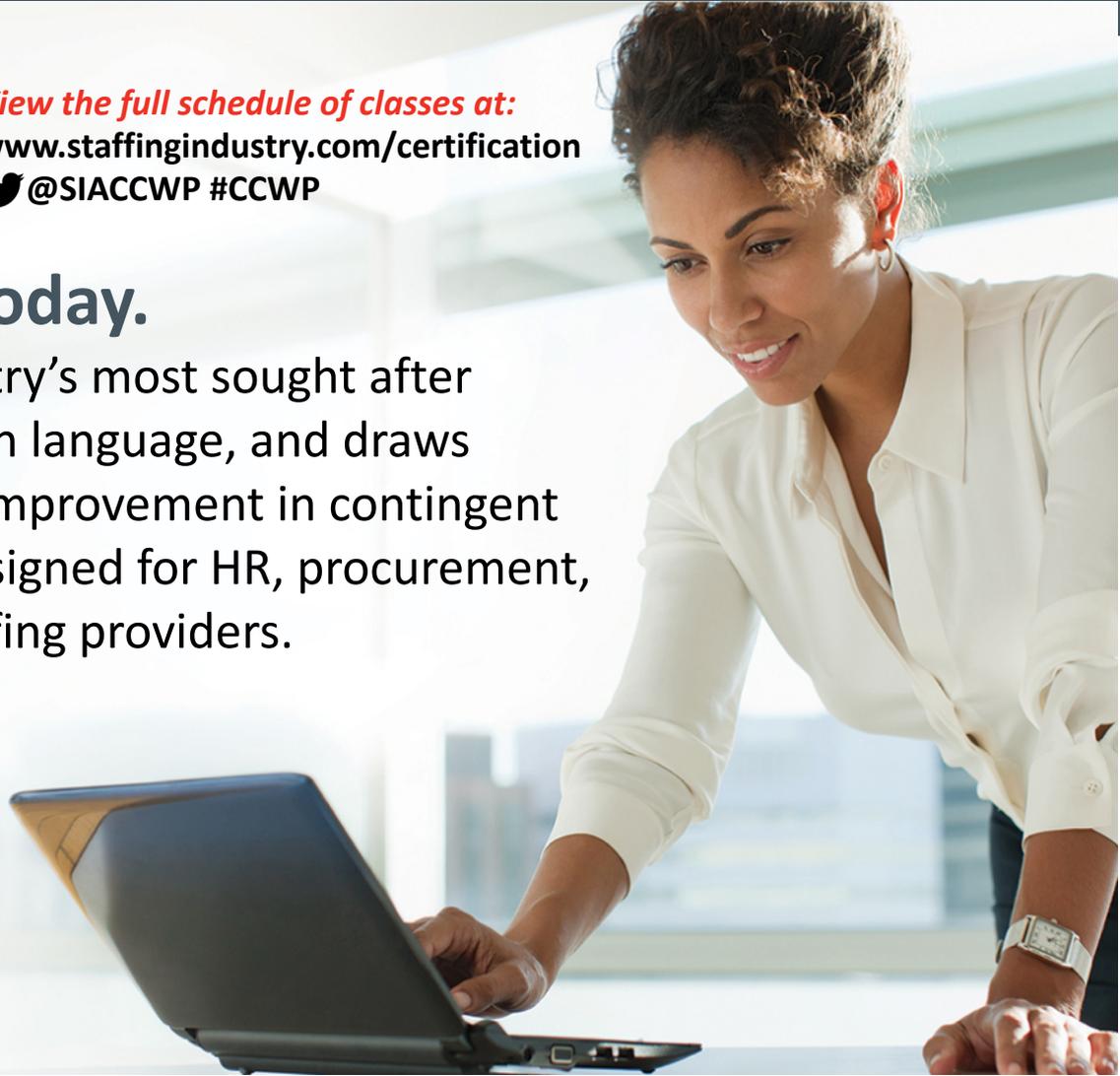
CCWP is fast becoming the industry's most sought after accreditation. It unifies a common language, and draws a road map for your continuous improvement in contingent workforce programs. CCWP is designed for HR, procurement, MSP solutions providers and staffing providers.

Register Today!

CCWP PARTNERS



CHARTER



About Staffing Industry Analysts (SIA)



Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labor. SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk.

As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

For more information: www.staffingindustry.com

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