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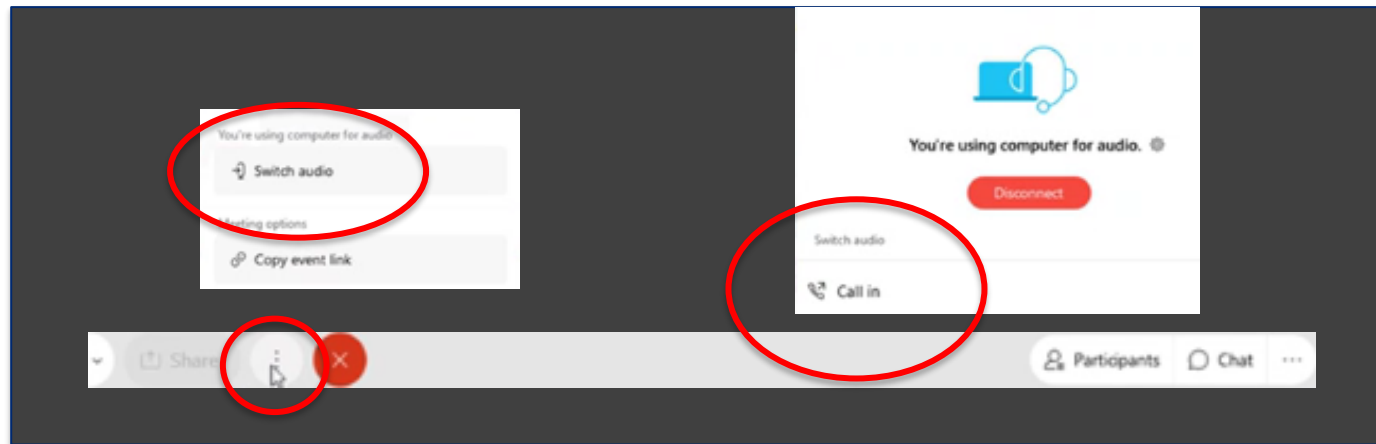
# Best Practices When Going to Market for SOW Services

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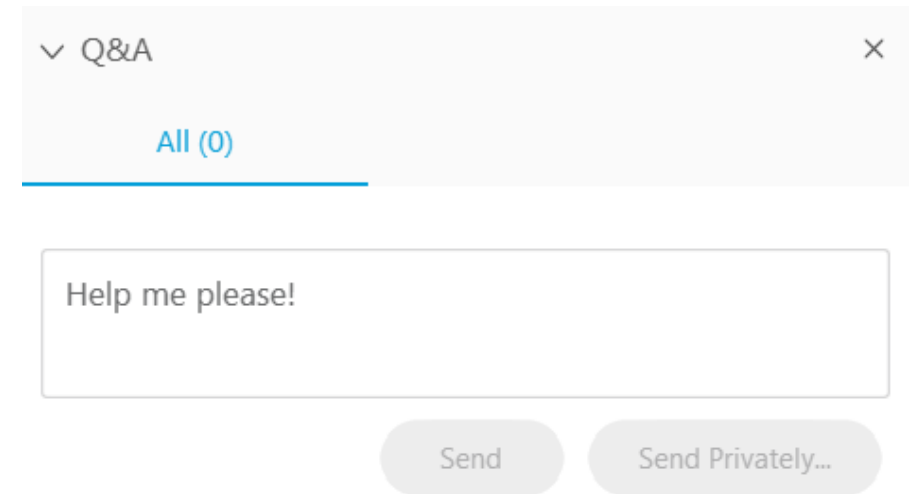
# Audio

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A screenshot of a Q&A 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 text "Help me please!". At the bottom right of the input field, there are two buttons: "Send" and "Send Privately...".

# Staffing Industry Analysts Product Overview



	Products & Services for <b>Suppliers</b>	Products & Services for <b>Buyers</b>
<i>Research &amp; Advisory</i>		
<i>Events</i>		
<i>Editorial</i>		
<i>Certification &amp; Training</i>		

# CWS Council (partial list)







**Speakers:**

- **Gary Jones**, Executive Vice President, Business Development—EMEA, Workforce Logiq
- **Paul Travers**, Program Director, Workforce Logiq



- **Peter Reagan**, Sr. Director, CWS & Research, CCWP, SOW Mgmt. Expert, SIA

# How Will the Following Employee Types Change as a Share of Your Total Labour Force Over the Next 10 Years?

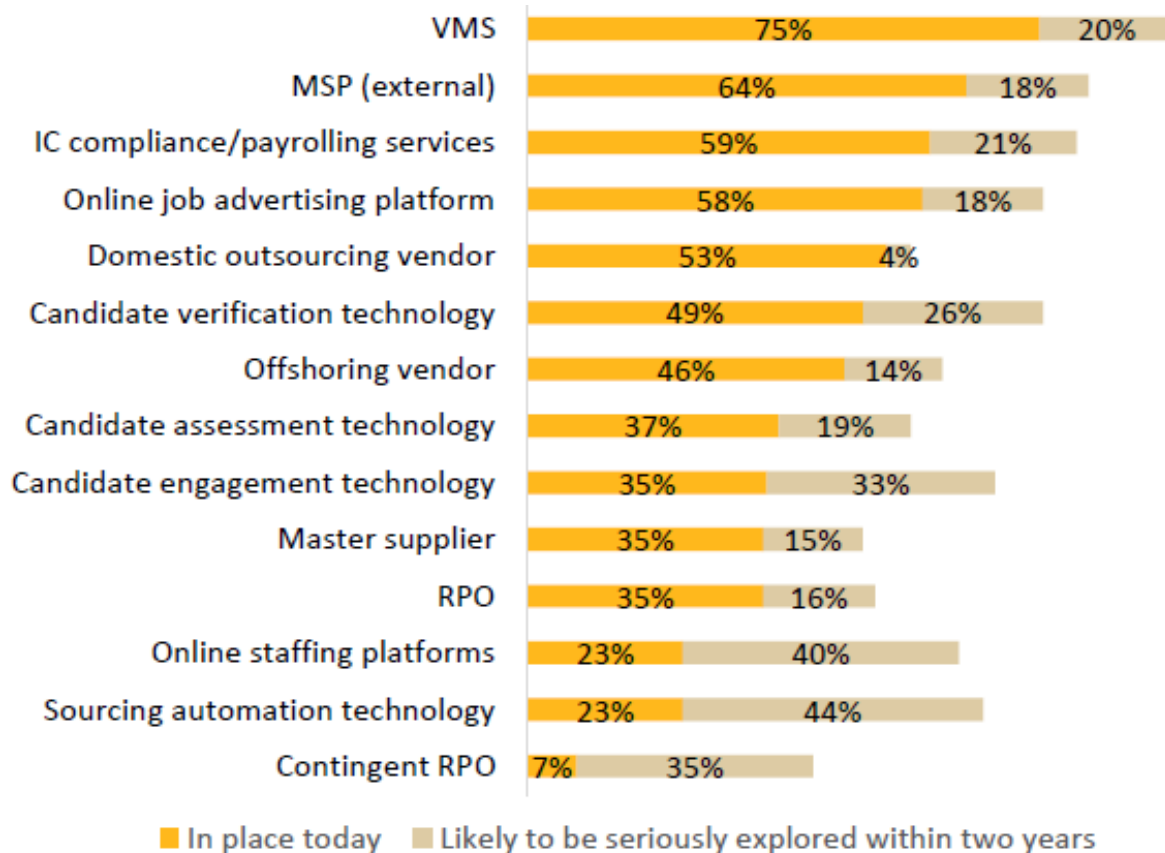


	Regular/ permanent employees	Agency temporary workers	Temporary workers (sourced internally)	Statement-of- work (SOW) consultants	Other independent contractors/ consultants	Workers operating via entirely outsourced vendors on an ongoing basis	Freelancers sourced via internal pool or online staffing platform
Significant decrease in share	11%	2%	4%	4%	6%	4%	4%
Moderate decrease in share	44%	24%	15%	7%	19%	11%	8%
About the same	25%	27%	62%	38%	35%	35%	42%
Moderate increase in share	15%	40%	16%	35%	37%	41%	42%
Significant increase in share	5%	7%	4%	16%	4%	9%	6%
	n = 55	n = 55	n = 55	n = 55	n = 54	n = 54	n = 53
(% "increase") - (% "decrease")	-35%	22%	2%	40%	17%	35%	36%

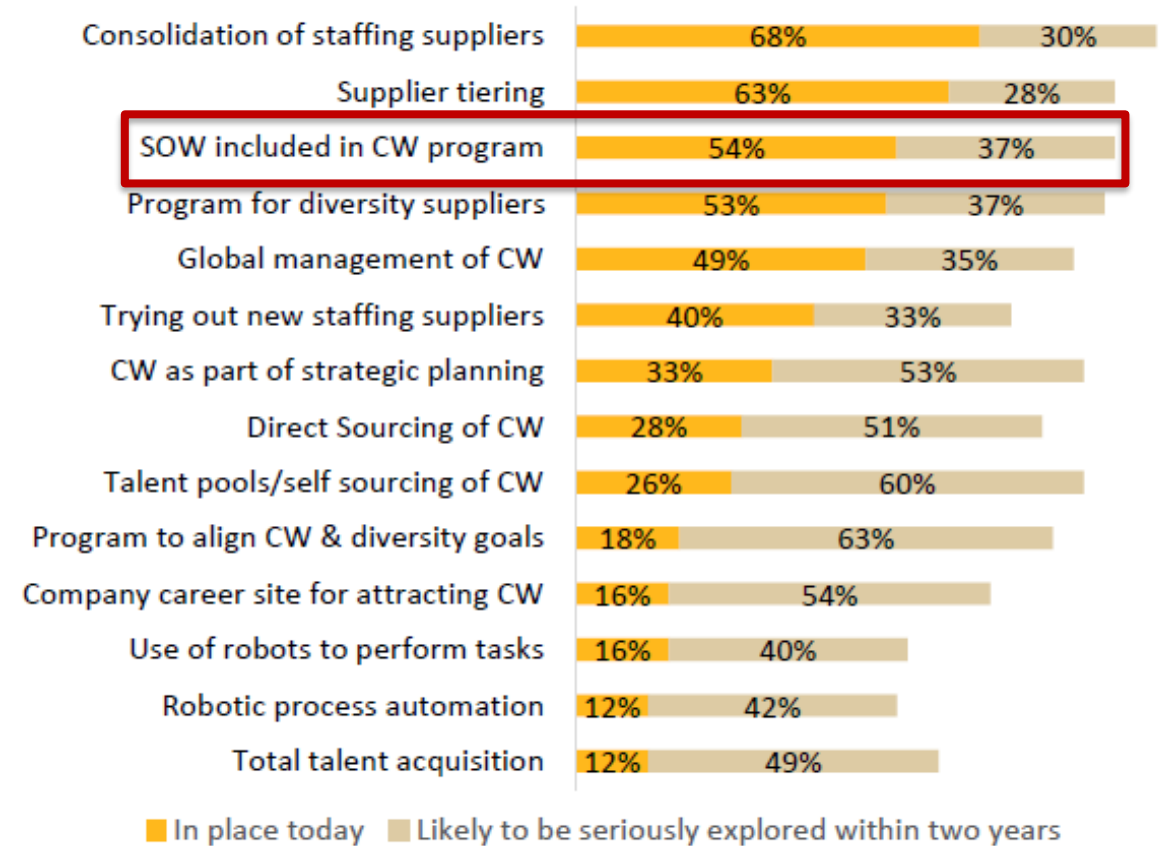
# Supplier Management Strategies 2020



## Use of Services/Technologies



## Use of Workforce Strategies



SIA: Workforce Solutions Buyer Survey 2020 (EMEA)



# How are SOW arrangements managed?

	Response %
Managed by external MSP (don't know funding, or funded differently from percent of spend or fixed fee)	4%
Managed by external MSP (funded by percent of spend)	16%
Managed by internal CW program	19%
Managed internally by other department or decentralized	61%
	n = 57

*SIA: Workforce Solutions Buyer Survey 2020 (EMEA)*





# 4 Types of Worker...



**Employee**



**Staff Aug.**



**SOW Worker**

***(Independent Contractor)***





# Statement of Work

Why?

How?





**OR**



# Talent Sourcing Channel Mix

*“The transition in a CW program’s Talent Sourcing Channel Mix is going to accelerate, making it an imperative to understand, define and assertively manage the primary sourcing channels of one’s CW talent.”*

- Stephen M. Clancy

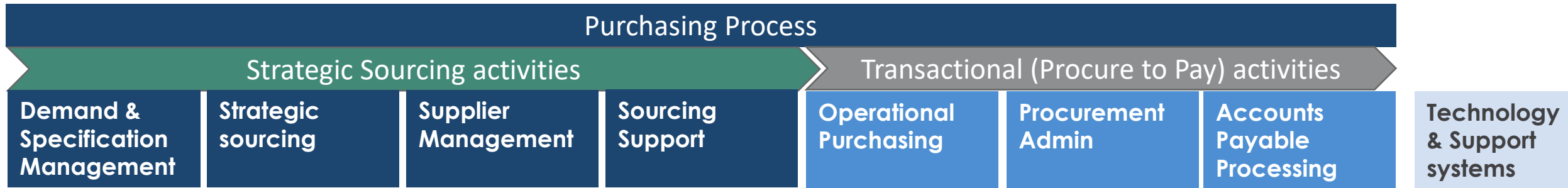


# **SOW Spend: Tracking Vs Full Cycle Procurement**

# What's in Scope?

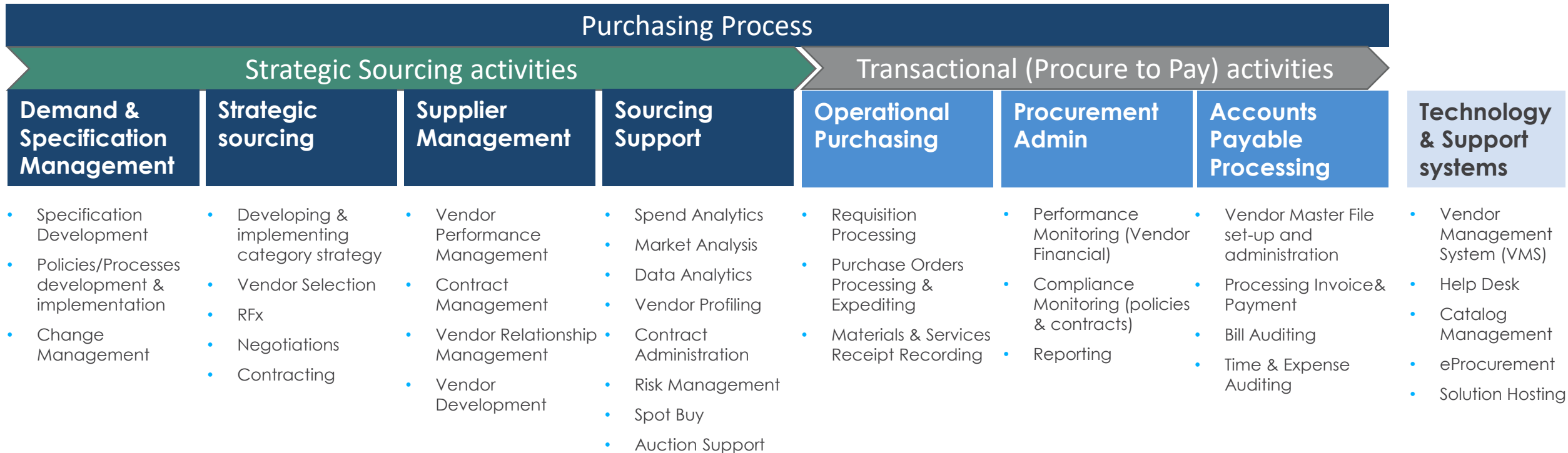


# Shared Responsibility in a Procurement Outsourcing Model





# Shared Responsibility in a Procurement Outsourcing Model



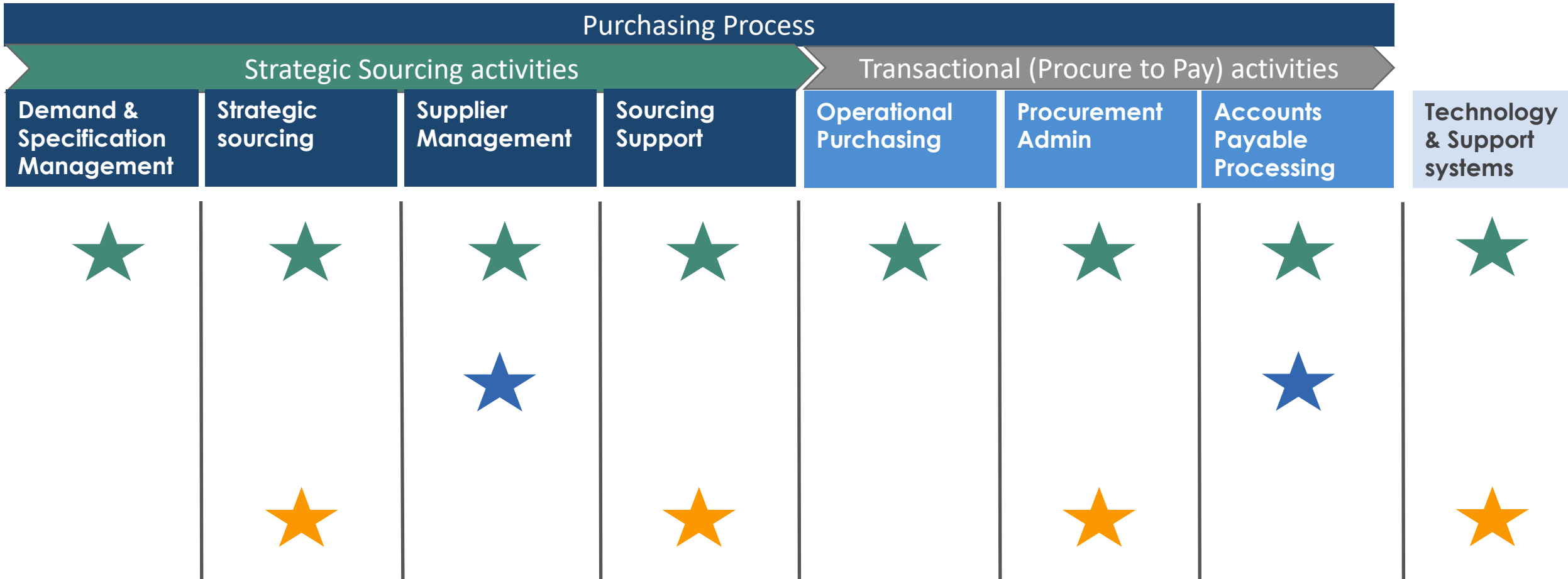
# SOW Outsourced Support



★ Company A

★ Company B

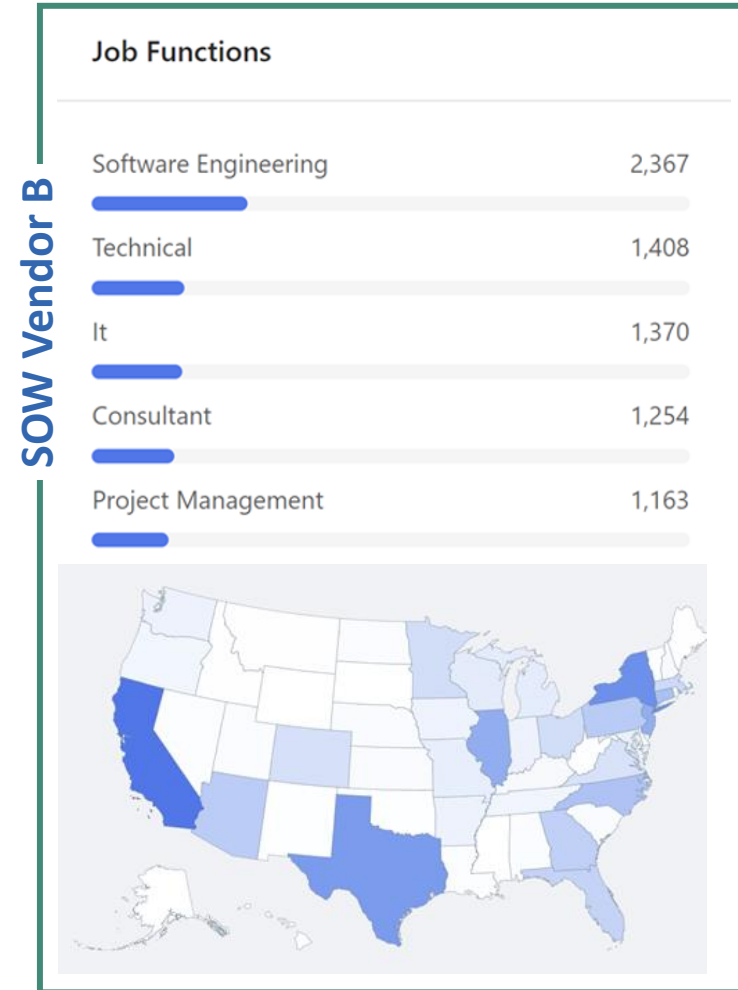
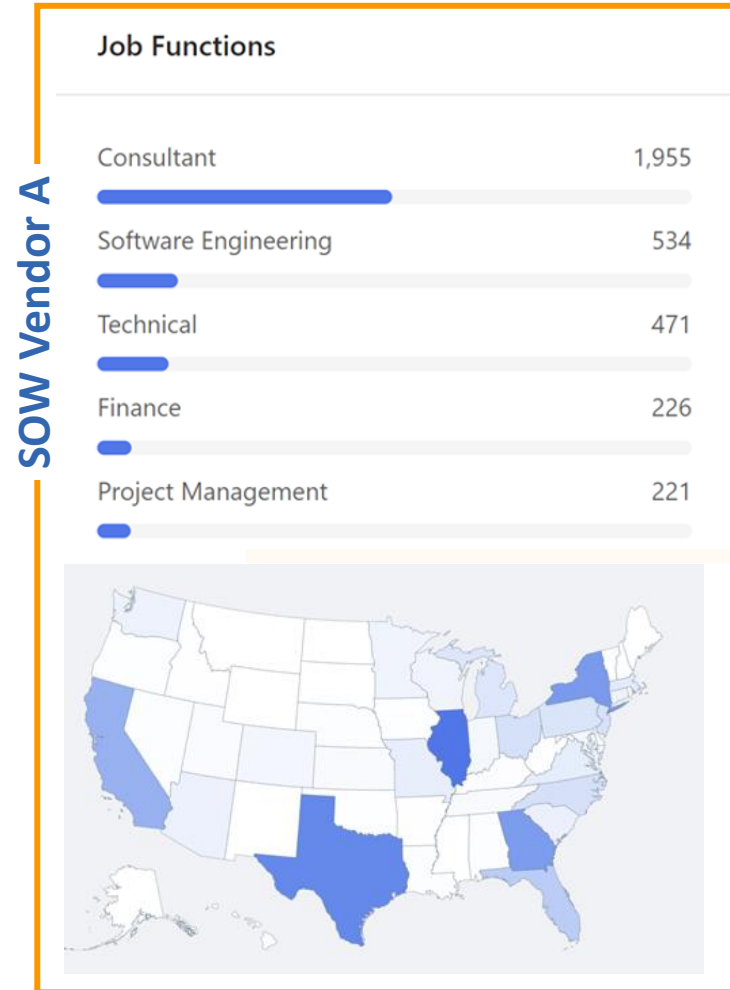
★ Company C



# Service Providers: Proprietary Insights



Building a bench of high-performing service providers – leveraging predictive, AI-powered insights.



# Service Providers: Proprietary Insights



- SOW Supplier B is much stronger in Software Engineering bench.
- But, the majority of their staff population is based on the West Coast.

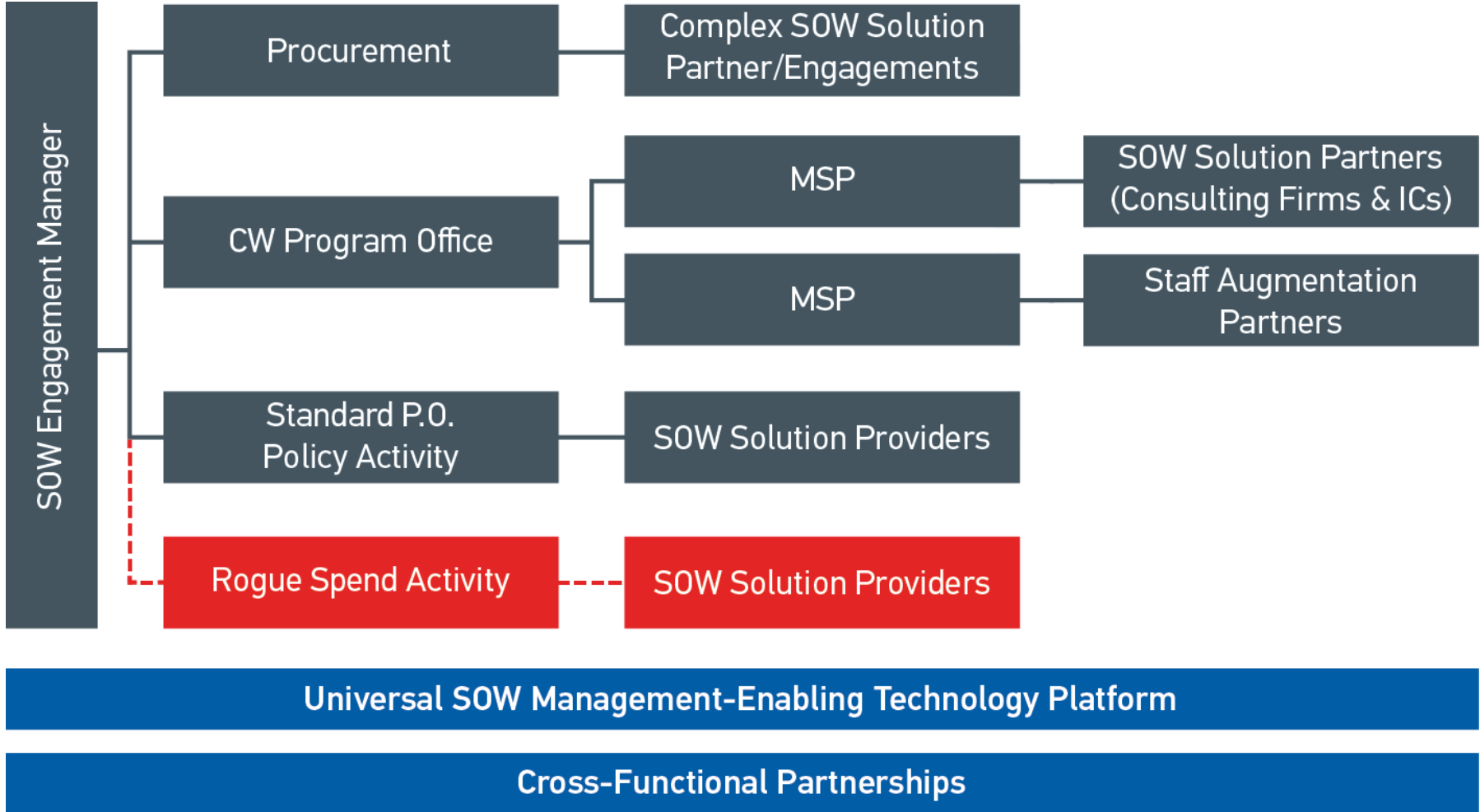
## *Negotiation consideration:*

- *Depth and access to broader talent pool.*
- *Budget for travel expenses in their SOWs if the roles are not remote,*

Building a bench of high-performing service providers – leveraging predictive, AI-powered insights.



# Example SOW Partner Management Structure





# What SOW Processes Can Be Automated

- Sourcing and Bidding
- SOW Agreement Development
- Milestone Approvals
- Financial Management and Control
- Final Completion Acceptance









# Learnings & Best Practice for Adoption



- Using data analytics and reporting on spend, headcount, pricing & projects for decision making and insight
- Having a scalable solution for growth/contraction
- Commitment/buy-in from leadership
- Education of business managers on established clear SOW policies, process, risks and established gates (Legal, HR, AP, Finance, etc.) to catch misclassified business



# Summary and Recommendations



- Easy-to-use technology that facilitates collaboration, management and oversight, and data collection
- Choose to partner with an outsourced provider that aligns to your sourcing strategy and compliments internal experts to build the program to be a competitive differentiator
- Success: Proven regulatory and financial benefits provide important internal case studies for further adoption
- Map all areas of spend that is SOW and assess growth and usage over the next 2-5 years



# Time for your questions...







CCWP Statement  
of Work Expert

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 @SIACCWP #CCWP

## Expand Your Expertise in SOW. Now.

SOW Management Expert Class will help you:

- Control costs and enhance SOW project/services quality
- Establish and optimise SOW programme management capabilities
- Elevate your knowledge and career

*Register Today!*

CCWP PARTNERS



CHARTER



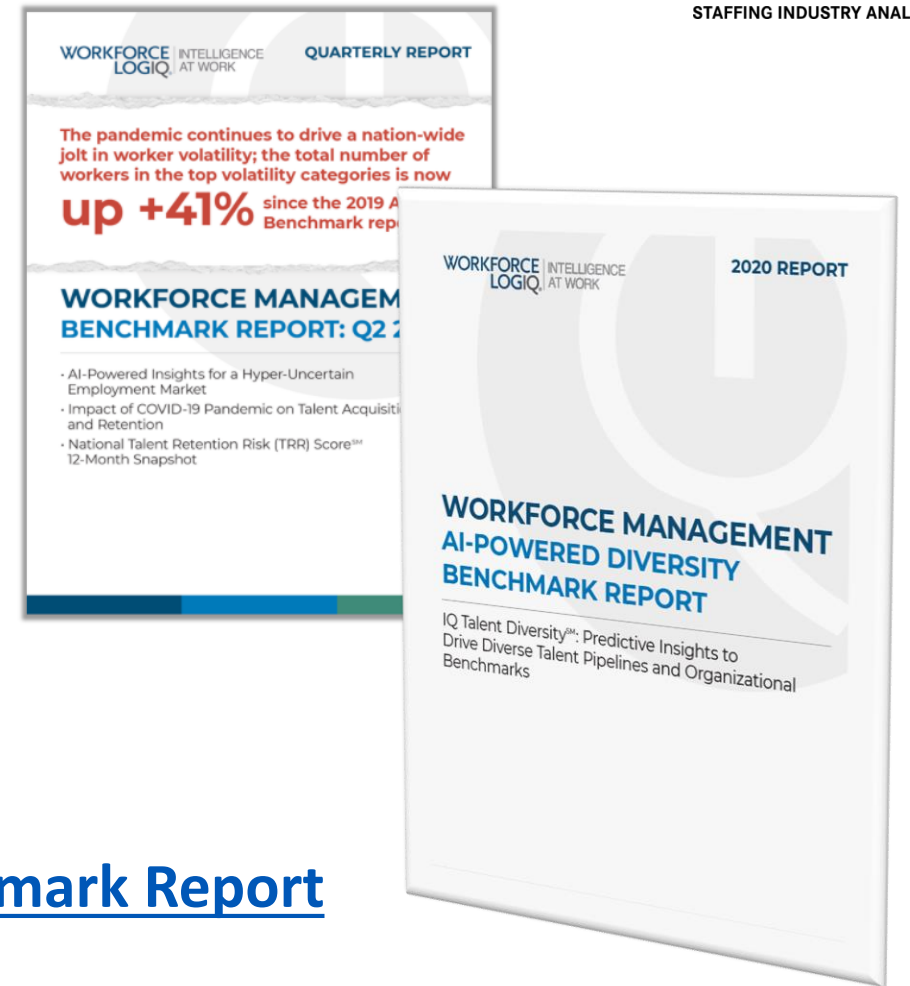
# RESOURCES

- [SIA Workforce Solutions Buyer Survey \(EMEA\)](#)
- [SIA Lexicon of Terms \(complimentary\)](#)
- [CWS 3.0 Article on Worker Types](#)
- [Ten Steps to Designing an SOW Mgmt. Strategy](#)
- [SOW Maturity by Geography](#)

## Workforce Logiq Resources

- [Workforce Management Benchmark Report](#)
- [Workforce Management AI-Powered Diversity Benchmark Report](#)

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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](http://www.staffingindustry.com)

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