

## TALENT MARKET MAPPING PROVIDES BUSINESS INTELLIGENCE AND COMPETITIVE ADVANTAGE FOR GLOBAL COMPANY

### The Situation

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In Q1 2011, a Fortune 200 global consulting firm committed a significant investment to enter the Global Capital Markets by hiring over sixty of the most experienced and highest performers within their industry within one hundred and twenty days. Their initial launch phase required the acquisition and assessment of industry specific talent, from senior leadership to project specific team support. Profile and labor market assumptions regarding skills, knowledge, compensation, and cultural fit were predetermined through internal channels. Unfortunately, within the first ninety days after utilizing an industry niche recruitment firm and internal resources, no hires were achieved and major concerns began to arise.

### The Challenge

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**Based on past experiences of new market entry strategies, the client assumed skills, knowledge, experiences, and cultural fit would be a straightforward process to complete the project with an external partner within the determined timelines.**

However, both failed to recognize how economic conditions and market labor demands had significantly shifted over the previous twenty-four months, thereby impacting their ability to access qualified talent to complete the project. Avancos was already partnering

with HR, servicing this customer in other divisions, and had built a successful reputation as a problem solving partner backed by strong data analysis for high visibility and difficult projects. Avancos was asked by the executive sponsor and HR Director of Recruitment to research the market and return with relevant data to identify the issues and then provide a recommendation for a plan forward. Within four business days, Avancos accessed 92% of all potential candidates within a geographic population of over 100 million people. In the following ten days, Avancos made contact, built relationships, and entered into conversations with industry experts. This led to the capture of quantitative and qualitative data around competitors' operational structures, pay scales, incentive programs, and cultural and skills similarities, as well as obtaining strategic opportunities within global capital markets.

The data was compiled and presented by project executives to senior corporate executives to support the directional change for reaching hiring objectives.

After receiving approval, Avancos was engaged as project lead to provide the necessary resources for a successful outcome. Avancos immediately dedicated and aligned a client relationship manager(CRM) and global recruitment team with the customer's internal recruitment department, then arranged weekly meetings with the customer to discuss project timeline, candidate profiles, and issue solving details. Within forty-five days, every open position had three qualified candidates ready for interview, and within ninety days, the project was deemed a success as all expected hires were completed on time.

## The Solution

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**Being able to identify 92% of the talent within a specific market accelerated the customer's access to talent and enhanced their ability to make better decisions by acting on ground level business intelligence.**

In comparison, if the customer had continued to rely on data from their competitors' marketing machine to make decisions, plus continued their relationship with an ill-equipped recruiting partner, outcomes would have been missed, thereby impacting revenue streams. By utilizing Avancos early on, the customer leveraged globally experienced people, process; and technology to acquire actionable business intelligence and talent acquisition to achieve a competitive advantage. Avancos has continued to service this customer and is privileged to be recently acknowledged as the number one supplier out of one hundred and twenty.

# The **Avancos Intelligence MAP™** Gives You the Edge Over Your Competitors.

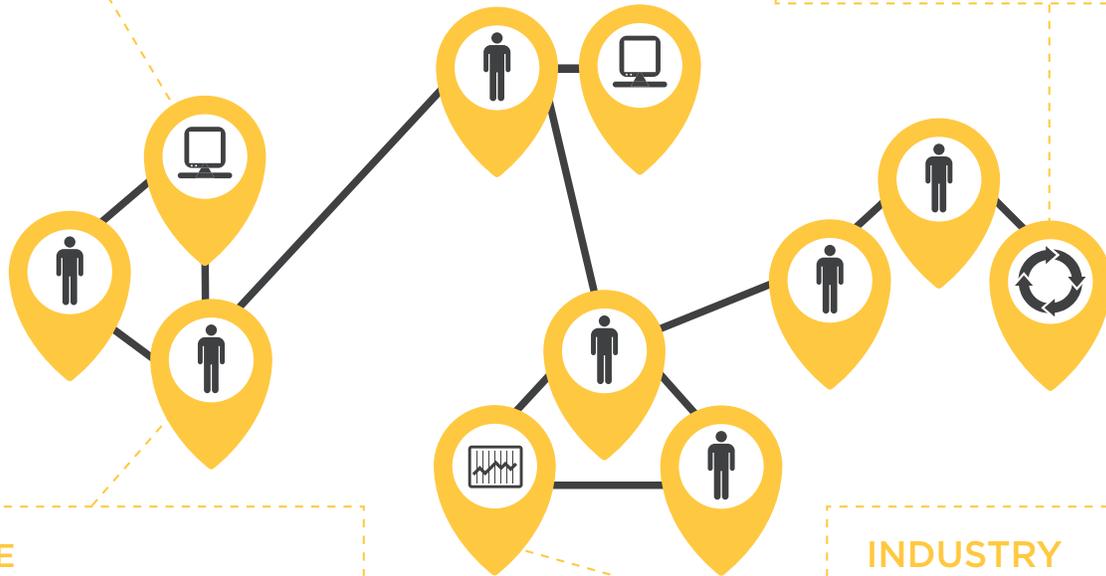
*At Avancos our simple mission is to empower companies and people to reach their potential faster.*

## TECHNOLOGY

Intelligence and deployment of the latest data capture technology.

## PROCESS

Intelligence and implementation of process improvement programs guaranteed to drive better return on recruitment investment.



## PEOPLE

Intelligence and data on individuals who are advancing their industry and driving improvements.

## INDUSTRY

Intelligence on client specific market and industry trends, competitive analysis, and industry insights.