



# Key Benefits of Utilizing Outsourced Recruitment Services with Guarantors

Tips for rapidly growing companies trying to find the best data intelligence and development experts



## Introduction

A critical dilemma for many startups, or those companies that are rapidly expanding and growing, is that of recruiting the best people, for the right positions, quickly and efficiently. Streamlining these processes with quality, speed, and efficiency in mind can also potentially attain valuable cost savings.

In this whitepaper we will give you an overview of some of the related processes, clarify why a smart recruitment methodology with guarantors helps businesses recruit the brightest and best, and explain why the perfect option for you could be utilizing specialized recruitment partners.



# Internal versus External Recruitment

## Internal Recruitment

This is always a long-distance run during which you need to find the right human resources people, set up recruitment processes, ensure the best way of communicating between the IT / business department and the recruitment department, and above all “know the market and know recruitment marketing”. Your recruitment will not work properly without well-targeted marketing; thus, you need joined forces between recruitment and marketing. This all takes time and money.

## External recruitment

Outsourcing the recruitment process can save you time and money. There are many and varied types of external recruitment and some will probably hinder you more than help and may even cost more than doing it internally. So, how to utilize outsourced recruitment services properly and which ones are the right fit for you become the next big questions.

## Tips for acquiring data intelligence and DevOps experts

### Detailed job description

A job description must provide the candidate with as much information as possible including the technical details. Using vague phrases and listing standard benefits is getting old. Try to identify the greatest value your future employee might appreciate.

### Include a team member in the interview process

Include a dedicated person from your team e.g., Project Manager, in the interviewing process. This not only allows you to assess the candidate’s knowledge, but to create an environment of mutual trust for discussion, as if between partners.

### Technical aspect of the interviewing process

Basic information about your company, culture, benefits, and expectations from the role are no longer enough. You are dealing with a highly technical person who seeks to know the background of the project and more detailed, specific information.

### Fast communication

Gaining the best specialists will, most importantly, require fast communication. Forget about automatic replies with uncertain deadlines for CV assessment and feedback. React as soon as possible, keep the communication personalized, and try to provide all the information the candidate asks for.

### Reasonable amount of interviews

Candidates get exhausted by a never-ending interview process lasting many months. While it is understandable that you want to make sure your new person fits the role perfectly, keep in mind the high job-market competitiveness where time is important

## Generic Recruitment Services versus Specialized Partners

All outsourced recruitment services are not the same. Generic services like online job boards, job advertisements, and large multi-national recruitment agencies will be unlikely to offer the smart recruitment methodology with guarantors that specialized partners can provide you with.

Engaging with a specialized recruitment partner especially one that knows your specific market, has candidates in their portfolio, and has a name that will make your company known to candidates, will usually be the perfect strategy to success. And above all, you need one that can emphasize the points that candidates need to hear, advise both sides, and set real expectations for both the client and the candidate.

A smart recruitment methodology with guarantors must first start with some specific recruitment process pre-requisites:



## 1. Client meeting

To get started, you must be able to meet and discuss mutual expectations with your recruiting partner. You should introduce the conditions and possibilities of cooperation. Ideally, together you will define a specific job assignment.

## 2. Search

The search and interviews begin. The recruiting partner will use multiple sources including their own database, online search, personal meetings, references, and marketing. Ultimately, the agency must be able to find potential candidates.

## 3. Experienced professionals

To maximize the ratio of profile matches, the recruiting partner should use expertise guarantors who will have many years of experience from real-world projects, speak to those candidates who are believed to be qualified, and ensure the recommended people are the best talents available.

## 4. Delivery

You should receive suitable profiles with the recruiting partner's review plus comments from their expertise guarantors. From there, the partner and guarantors will cooperate with you, as needed, during the entire recruitment procedure until the successful conclusion of the contract.

## 5. Long-term support

The initial support of successfully filling that first position is most definitely not the end of the recruitment relationship. You will most likely need ongoing quality support such as help with finding more people, especially those businesses that are expanding rapidly. Once your recruitment partner understands your needs and business model, they can cooperate with you at a higher level and for the long-term. This provides you with the highest added value in recruiting.



## Guarantor's participation in the recruitment process



Secondly, the guarantor system the partner uses must be trustworthy and reliable. The guarantors must be from the same business area as you are, such as the field of data where Data Architect, Business Analyst, DWH Tester, or BI Developer would be just some of the required guarantors. This means that if you need a Business Analyst, they will involve their Business Analyst in the hiring process for you as an “expertise guarantor”. Possible candidate profiles are checked and assessed with them first, they will also take part in the interview with your potential new team member, and they are available to help and advise both you, as the client, and the candidate.

Thirdly, the specialization of the partner is of significant importance including where they:

**Perform experience prescreening with guarantors:**

Verify candidates have the required skills based on knowledge and experience.

**Handle executive searches when needed:** Directly search for highly specialized, expert, senior or management level candidates with the skillset to communicate with such people.

**Propose permanent placements:** Find employees for long-term, full-time positions – not just contractors.

**Offer Body Shopping:** Candidates can come from their own established pool of specialists.

**Use Headhunting techniques:** Utilize highly targeted campaigns to recruit the right experts already working in the respective fields/positions.



## Challenges

Startups, rapidly expanding companies, businesses with global reach and unique technologies, especially those in the arenas of information technology (IT), software development (DevOps), business intelligence (BI), and data, must focus on recruiting the most experienced professionals. At the same time, such businesses will usually emphasize that all employees fit into their corporate culture. In these instances, due to the high demand, there is a shortage of such candidates on the market. In addition, these firms may have a relatively small or non-existent internal human resource team.

### Competitive job market

According to a long-term job listings survey, the demand for data science analytics (DSA) and software development (DevOps) roles is expected to consistently grow by 30-40% compound annual growth rate (CAGR) on the global IT job market between 2019-2026. Glassdoor job portal has ranked these roles at #3 in the top jobs within the United States for 2021.

Not only is the job market very competitive, but strong candidates also often receive three or more offers at the same time, thus success rates of accepting the offers are commonly below 50%. An average submission-to-offer ratio is twice as much as the industry average.

### Long time to hire

With such a lack of resources, the time-to-fill the job opening takes approximately nine months or more, which is more than the average. Specific data science roles remain open far longer. The hiring process of such candidates usually consumes more than 20% of an internal team's time.

### Quality of candidates

For candidates to be valid members of the team, they must have both the expertise and the ability to adapt and orientate quickly. Onboarding is fast and therefore it is necessary that the selection is as fast and, above all, in a high quality – a poor selection of a candidate can expose not only the result of the project but the entire performance of the

company. The emphasis on quality and operations in recruitment is crucial.

### In the real world

[Phonexia](#) is an innovative software company that creates the world's most advanced speech and voice biometrics solutions that help organizations provide a frictionless customer experience, outstanding authentication security, and analyze speech content instantly.

Initially Phonexia needed a Python developer and as they use the agile methodology to develop its software solutions in sprints, they therefore required fast recruitment so that the hired roles are relevant to the stage of the development cycle.





# Most important data roles for start-ups

## 1. Solution architect

Responsible for designing, describing, and engineering solution for a particular business problem, and transforming the processes to meet new business requirements. The role covers an overall technical vision for a specific solution and aligns the business with technology. Prerequisites are a deep understanding of all parts of the business model and a knowledge of all operating systems including the application architectures.

## 2. Data analyst

Helping your company to make informed business decisions by combining disciplines such as mathematics, statistics, and/or computer programming. Data Analyst learns and describes the current state and based on findings, provides you with facts and insights, and at the same time, improves data management process and continuously supports the decision-making efforts.

## 3. ETL developer

A specific type of software engineer seeking to implement technical solutions to manage the Extract, Transform, and Load processes, which are crucial when moving information from their source and

transforming it into processes that can be used by people or machines. The ETL developer builds the pipeline, decides how to gain data, extracts it, makes it for various users, and then stores it.

## 4. BI consultant

Similarly, to data analyst, having a wide spectrum of knowledge and know-how from the respective field your business is in, to understand the high-level needs, and having the goal is to increase the efficiency of your business, facilitate decision-making, and improve your results by aligning business requirements with a data strategy.

## 5. Data modeller

Designing computer databases that translate complex business data into usable computer systems, working closely with solution architects on improving the business activities, identifying areas where data has a real impact on business, and then find and implement new data solutions by creating conceptual, logical, and physical data models. Should you want to really move forward, data modelling will be a critical component to achieve your goals.

## Objectives

When companies, like Phonexia, are recruiting they need a specialized partner that can:

- Be in the same area as the business itself e.g., BI, DWH, Data Science, Advanced Analytics, Business Analysis, Application Development, etc.
- Focus on competences to have a deep understanding like subject matter experts
- Utilize guarantors to ensure quality candidates by matching experts with experts
- Deliver suitable and proven candidates quickly and efficiently to lower the time and effort spent on the recruitment process
- Offer long-term cooperation



## Solution

The answer to such challenges and objectives is to outsource recruitment requirements to a specialized recruitment partner that has a smart recruitment methodology and guarantors. Such a partner will:

### Understand the strategy first

They must completely understand the company's situation, strategy, needs, and motivations. Then, in this fast paced, highly technical, modern world it is also necessary to understand the market and have strong competences when looking for suitable candidates, with knowledge of, at least, the following:

- The availability of people on the market and their abilities
- The typical going rate for specific and similar roles plus the rates currently being asked for by potential candidates
- The incentives that will motivate and really attract candidates to the project

With a company like Phonexia it required to take a holistic approach to the business model, understand it, and to provide both the client and candidates with insights to define the most suitable candidates and to convince the candidates about the uniqueness of the position.

### Act fast with a laser focus

The partner should present only 100% proven candidate profiles, significantly lowering the time and effort spent on the recruitment process by both the human resources and the relevant team. The recruitment process should be easily tracked, with no delays, and the company should always be informed of the project's status.

In Phonexia's case, their recruitment partner had a deep understanding of the field that Phonexia was involved in, along with a specialization in recruiting data management and application development roles. After defining the desired profile with Phonexia, this partner was able to act quickly by searching for candidates immediately.

### Empower the quality conversation

Guarantors participating in the recruitment process from the start, should align the desired profile with the company's needs and help modify the scope if needed. And together with a recruiter they should lead the interviews to carefully assess the candidate's knowledge and experience and provide their immediate feedback to decide on whether to shortlist the candidate.

In addition to the obvious benefits for Phonexia, this approach also had a very positive impact on candidates who were having expert conversations, thus their motivation during the interviews was increased.

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## Summary

Specialized recruitment partners that utilize a smart recruitment methodology and guarantors can maximize the ratio of profile matches and recommend only the best talents available. They will be able to find and place the right experts who can fit into the organization quickly and successfully, thus saving the client a significant amount of time in the hiring process, and costs, all of which would otherwise might have been spent inefficiently.

Thanks to regular communication, companies will gain a realistic view of the current job market situation while the specialized recruitment partner also serves as a professional advisor during the entire recruitment process. All this in the presence of experienced experts and consultants.

You must be sure that the specialized recruitment partner you choose has people who really know the area that your business, your strategy, and your new team member will be a part of. Some of the pros of using a specialized recruitment partner can include quality, speed, efficiency, and lower cost.

Phonexia was able to find a specialized recruitment partner that was able to look at their recruitment needs holistically – beginning with considering the potential candidate’s fit with their specific strategy and requirements. They worked directly with Phonexia keeping them informed all along the process and utilizing their own specialists and guarantors. Phonexia was able to hire candidates of quality, experience, and expertise but also team members that onboarded quickly into the company culture. This was all done efficiently and at a lower cost to sourcing such people themselves.





*We believe we are close to a time where your doctor will be able to identify you after three seconds of your call, the system showing him your documentation immediately.*

*Iconity provided us with a Python developer who not only met the exact requirements, but also fit perfectly into the team and the entire company. Regarding the cooperation with Iconity, we especially appreciate the friendly and positive approach, open communication, and fairness.”*

**Michal Hrabí**  
CEO



## Facts and figures

# 1.25

average number of searched positions per one client

# 4

average number of presented candidates per position

# 65:35

is the contractual ratio between contracts / full time employment

# 9.5

days average time from position requirement to presenting the first candidate

# 15

days average time from presenting the first candidate to the first interview

*Disclaimer: These data are the internal property of Iconity based on a sample of completed selection projects and adjusted for canceled assignments and disruptions in the process on both the client and candidate side.*

## About Iconity

Iconity is your specialized recruitment partner available to you right now. We utilize a smart recruitment methodology and highly experienced and qualified guarantors. Iconity is able to take advantage of the synergies within the Simplity group. This includes [Simplity Professional Services](#)' expertise guarantors who, individually, have at least 5 years' experience working on data-intensive projects and [Accurity](#)'s data intelligence software suite's developers and product analysts.

Today and tomorrow each client is unique and [Iconity](#)'s services are always tailored to your specific needs. Based on our knowledge of the market, we can provide you with a data expert who will match your requirements. We also offer consultancy services often used by companies who are not sure which role to hire to fulfill their business objectives.

Iconity became Phonexia's specialized recruitment partner, over a period of time, establishing a good working relationship that led to Iconity helping them hire multiple personnel within the fields of data and software development.

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