



Guidant Global

Next Generation MSP: Optimizing Contingent Talent Strategies

Vendor Assessment Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Next Generation MSP: Optimizing Contingent Talent Strategies vendor assessment for Guidant Global is a comprehensive assessment of Guidant Global's MSP/contingent worker solutions (CWS) offering and capabilities, designed for:

- Sourcing managers investigating sourcing developments within MSP/CWS
- HR decision makers exploring the benefits and inhibitors of MSP/CWS as evidenced by the clients and vendor capability
- Vendor marketing, sales and business managers developing strategies to identify developments and target opportunities within MSP/CWS
- Financial analysts and investors specializing in or covering the HR outsourcing industry and suppliers.

Key Findings & Highlights

Guidant Global (Guidant) is a global workforce management solutions provider that helps companies to find the best contingent and permanent talent for its clients. It is part of the Impellam Group of companies.

Guidant officially launched in October 2018, following the amalgamation of two Impellam Group businesses – Bartech Managed Services (based in the U.S.) and Guidant Group (headquartered in the U.K.).

Guidant offers MSP (including Contingent RPO), SOW/services procurement, and Independent Contractor (IC) solutions. MSPs are vendor-neutral or hybrid (a combination of vendor-neutral and direct sourcing).

Guidant uses its six foundational strategies in the design of complete and compliant custom programs for its clients. Its business and guiding principles (including agile thinking, inventiveness, collaboration, etc.) established based on the research commissioned before launching the Guidant Global brand (October 2018), underpin its approach.

In 2020, growing SOW/services procurement services will be a focus for Guidant, based on the growth it witnessed in 2019. About 20% of Guidant's SUM comes from SOW opportunities, yet it feels that there is a lot more market share to gain. Guidant has created a dedicated, but scalable SOW business unit to meet demand.

As more clients struggle to find niche talent via the traditional recruitment channels, more of them are seeking the support of Guidant to explore the IC/freelancer space. Guidant has an end-to-end solution in place, with a pre-evaluation/compliance phase and a post-evaluation management phase.

Professional services/consulting has increased in importance since 2018. When Guidant realized that ~30% of the TA industry's very large MSP programs continued to have some self-managed elements, Guidant decided it needed to capture this market, so expects the service to grow in 2020.

Guidant wants to keep its clients in the long-term. Therefore, it knew it had to go the extra mile for its clients. The Services Excellence organization, established in late 2018, is focused purely on monitoring MSP program performance. The team proactively goes out to each of the clients to identify gaps and opportunities to enhance their programs.

The most crucial aspect of service delivery is its mantra of #ABetterWay. The mantra runs through everything that Guidant does. Guidant empowers its employees to challenge the way that things get done.

Guidant has two technology teams (in the U.S. and the U.K.) that work closely with the broader Impellam Group's Origin team. Proprietary technology evolves and grows. In addition to the e-volution platform (VMS-type platform), Guidant launched its VISION advanced analytics platform for supplier management, which it will continue to roll out to clients in 2020.

Guidant's technology/tools ecosystem is extensive and includes platforms leveraging the latest technology (such as the APPII career verification platform). Investments in 2019 focused on analytics and automation (chatbots). In 2020, the focus is on further automation/driving efficiency while continually researching, testing, and utilizing fit-for-purpose tech/ tools

Guidant manages many MSP/CWS clients. Guidant's clients are predominantly large and mid-sized organizations. Guidant's more recent client wins include energy, manufacturing, and pharmaceuticals.

In 2020 Guidant will focus on: optimizing all talent channels across all routes to market, delivering digital innovation (with efficient delivery/automation a key focus). Also, continuing to develop its advisory and consulting services to fulfill the changing needs of new and existing clients, while championing initiatives around Diversity and Inclusion. It will continue internationalizing the business: internally and via the scope of programs it delivers for its clients. Also, Guidant will continue to roll out its VISION platform to clients.



Scope of the Report

The report provides a comprehensive and objective analysis of Guidant Global's MSP/CWS offering, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments in both its service and technology
- Analysis of the company's strengths, challenges, and outlook
- Revenue
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's key offerings (service model and service components)
- Analysis of the company's delivery capability (including the location, size, and scale of delivery operations; and delivery via technology).

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