

RECRUITMENT MANAGEMENT FOR EXTERNAL IT PROFESSIONALS

HAYS Talent Solutions (HTS) organises and optimises the recruitment of external IT specialists at Bertelsmann.



THE CUSTOMER

Bertelsmann is a media, service and education company active in some 50 countries around the world. The group includes the RTL Group (television), the Penguin Random House book publishing group, the Gruner + Jahr magazine group, BMG Music, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group as well as the international fund network, Bertelsmann Investments. With 119,000 employees, the company achieved sales of €17.2 billion in fiscal year 2017.



OBJECTIVE

Bertelsmann had set itself the goal of standardising and optimising processes for procuring external IT specialists. The company was looking for a service provider who could reliably handle all types of contracts (e.g. temporary employment contracts, service contracts, statements of work) while acting as a managed services partner (MSP) with the support of a vendor management system (VMS). The yardstick for success here was transparency, compliance, delivery capability, responsiveness and reduced costs while simultaneously replacing the previous MSP partner. At the end of the day, it was the department managers above all who needed to be satisfied, as it would be up to them to implement a number of process changes in quick succession.

FACTS AND DATA

- 89** Takeovers of staff during ongoing operations
- for 8** Independent companies had processes consolidated
- 25%** Renewal rate for existing deployments
- 22** Average placements per month



“Our department heads are very satisfied with our MSP programme. The onsite team proactively and reliably manages the processes and both the delivery speed as well as their quality are very high.”

Daniel Henrichfreise,
Senior Director,
Category IT-Services



REALISATION

At the heart of the MSP programme is the onsite team, which daily works at the Bertelsmann premises. Short, direct access to the department heads, suppliers and the VMS provider would guarantee success and ensure a high level of satisfaction. The team is responsible for

- The recruitment process from initial enquiry to invoicing to off-boarding
- Active and transparent communication with all involved parties
- Process consulting to ensure a common and standardised
- Competent representation of Bertelsmann's interests vis-a-vis consumers and suppliers



CONCLUSION

We have succeeded in replacing an existing MSP programme – including VMS – while in live operation. Despite initial scepticism, we were able to win over the department heads for the new programme. Success factors were a careful implementation, supported by change management methodologies and our high solution-oriented focus.