

Guidant Global Partners with Brightfield to Bring Leading-edge Talent Analytics to Customers

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Guidant Global (<https://www.guidantglobal.com/>), has announced that it has strengthened its strategic partnership with workforce analytics solution, Brightfield's Talent Data Exchange (TDX (<https://www.brightfieldstrategies.com/workforce-analytics/>)), in its commitment to bringing next-level benchmarking capability to its growing network global customers. The move comes as the leader in talent acquisition and managed workforce solutions continues to make rapid progress in expanding and transforming its portfolio across international markets.

Talent Data Exchange (TDX), created by Brightfield, is the world's most advanced, AI-driven workforce analytics platform for CHROs, CFOs, and CPOs in Global 2000 companies who lead contingent workforce, talent acquisition, or procurement functions.

The expanded relationship provides significant market differentiation through harnessing real-world data to provide actionable insights in areas including: contingent workforce program performance diagnostics, job role taxonomy and pricing and statement of work visibility.

On the new relationship, Simon Blockley, CEO of Guidant Global, commented: "Guidant Global champions a better, more forward-thinking way of working and I am excited that we are able to deploy this level of innovation to our customers at a time when talent acquisition and workforce management are becoming increasingly complex."

"By providing unprecedented analytics on the spending and sourcing behaviors that improve workforce quality, cost, risk and efficiency, Brightfield assures companies access to the supply of the right talent at the right price to support business outcomes."

Jesse Levin, CEO at Brightfield, added: "Digital workforce transformation adds the latest form of complexity to an already hard-to-navigate set of labor market dynamics. Under growing pressure to execute, enterprises are now continuously designing and optimizing the right volume, type and mix of workers within their operating constraints. The traditional sourcing playbook doesn't work, often solving for cost at the expense of performance. Our AI-driven workforce analytics platform helps companies understand the when, where, what and why of talent spending, helping companies (often for the first time) justify and manage spending more and less by showing the drivers of price premiums in the fast-changing talent marketplace. We are pleased to support the ongoing journey to help Guidant Global to act as value-added Talent Advisors by leveraging the power of TDX's ever-evolving platform and data-set."

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Notes to editors:

Information about Guidant Global

Guidant Global is a new dynamic in workforce solutions. It was recently formed from two companies coming

together: Bartech, headquartered in the US, and Guidant Group in London. They are both part of Impellam, the leading provider of managed services and specialist staffing expertise based in the UK, North America, Australasia, Asia Pacific, the Middle East and mainland Europe. By uniting Bartech and Guidant Group we have unprecedented insight into the world at work. We assist our clients in sourcing, assessing and implementing complex talent solutions which engage contingent workers, consultants and freelancers for more information please visit: www.guidantglobal.com.

Information about Brightfield

Brightfield is an Artificial Intelligence and Big Data Analytics company that optimizes contract labor spend and performance for employers, MSPs and staffing firms. Talent Data Exchange (TDX) is the flagship product from Brightfield, powered by \$300bn of spend data from the world's only B2B talent data exchange. Brightfield provides insight into the market price of work, enabling companies to precisely compute the cost, optimize return on human capital and test their workforce strategies. TDX offers secure, real-time access to vetted and anonymized data, contributed by participating members, for both contingent worker and employee work forces.

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