

# Overcome Hiring and Talent Challenges to Get Ahead of the Competition

Hiring and retaining staff is going to be the most difficult task facing CFOs for much of 2023, according to a [survey](#) from Gartner. This is particularly true for IT departments. In today's economy, highly skilled IT and data experts are a scarce and expensive resource. Gartner reports that 64% of tech executives see the talent shortage today as the most significant adoption barrier to emerging technologies, compared with just 4% in 2020.

Such metrics can impact the overall health of organizations across all industries. Deloitte reports that digitally mature companies enjoy a wide range of specific benefits arising from their digital transformations that include, but go well beyond, the bottom line. Many of these benefits, such as improved product quality and customer satisfaction, contribute to better financial performance. In a digital transformation [study](#) this year, Deloitte found that those organizations with more digital maturity were far more likely than those with lower digital maturity to significantly outperform their industry average on key financial metrics.

To achieve the business value that a higher level of digital maturity can bring, the right technology expertise and talent are needed to lead strategic digitization initiatives that involve complex technologies such as data analytics. Too often, mid-market companies and enterprises in secondary and tertiary markets in particular rely on their IT department, assuming IT must have the expertise needed to lead such digital transformation initiatives, but this is a mistake. Most IT departments do not have time—they are too busy keeping company systems stable and secure, and providing technological support to their team members.

## Hiring and Retaining Technical Expertise is a Challenge

Inevitably, finding and keeping the level of technical expertise and talent required for digital maturity is a challenge. A wide range of skill sets is needed, from cloud architecture, database engineering, master data management, data quality, data profiling, and data cleansing. And the list goes on, with knowledge required in areas such as data integration, data ingestion, data preparation, data security, regulatory compliance, data science, and building pipelines of data ready for executive reporting from multiple cloud and on premises environments.

**Most mid-market IT departments lack the specialized experts needed to derive business value from their data.** Unlike larger enterprises that have the resources to hire skilled staff



for these roles, the mid-market organization requires another option that provides access to the right tools, resources, and support. One that integrates, enriches, and is trained in utilizing artificial intelligence (AI), machine learning (ML), and predictive analytics to achieve more useful results.

## Engage an Experienced Partner

Rather than hiring full-time employees (FTEs), which can be an expensive and time-consuming proposition, one alternative is to partner with a managed IT and analytics services company. Partnering allows a company to leverage its highly skilled talent, while shifting the burden and risk of talent acquisition and retention to the tech services company for better consistency, reliability, and lowering the cost for obtaining the talent needed to build, maintain, and maximize ROI and business value in digital solutions.

As an example, two years ago a community bank invested in an FTE to lead its digital transformation strategy. The goal was to enable the banking institution to increase customer engagement and grow revenue by using data analytics for customer segmentation. The highly skilled engineer built a data warehouse using Google Cloud technologies, but during the post-Covid tech talent war, the engineer left the bank in the summer of 2022.

The bank's digital transformation projects have stalled because it has not been able to hire another skilled Google engineer to continue its digital transformation. There is a vast information gap with those who remain at the bank regarding the now dormant project and the chosen technology. The bank's CIO revealed that hindsight being 20/20, he should have instead partnered with a managed IT and analytics services firm, which would have borne the responsibility of providing the technical talent needed for the solution. Unfortunately, the business impact of this decision has resulted in a loss of operational efficiencies and no return on the bank's investment (both in dollars and time). The bank's digital transformation efforts have been impeded and there is no clear path forward.

Improving the customer experience became increasingly more important post-pandemic, as products and services were redesigned to meet customers' digital and virtual needs. Automating business processes to reduce the cost of producing goods and services and minimizing reliance on labor that is scarce has become more critical than ever.



For example, technology provides faster, more accurate reporting by **bringing together disparate data from across the enterprise, cleansing it to make sure it's reliable, and generating reports that provide a complete picture of your company**; ultimately facilitating better, more informed decision-making.

Using data analytics powered by AI or ML uncovers opportunities for greater operational efficiencies and improvements. Investing in an analytics solution provided as a managed service reduces the burden, risk, and cost of the scarce, expensive talent and infrastructure required, and frees up your team up to act upon AI-powered insights to achieve your business goals.

**Partnering with a managed IT and analytics service provider allows your business to transfer the risk of acquiring and the costs of maintaining highly skilled FTEs.** It builds consistency into your digital transformation projects and improves the likelihood of success and completion. Finally, it allows your firm to focus on insights from data analytics, enabling you to operate with the agility required to reach a higher level of digital maturity.

## About Aunalytics

Aunalytics is a leading data management and analytics company delivering Insights-as-a-Service for mid-sized businesses and enterprises. Selected for the prestigious Inc. 5000 list for two consecutive years as one of the nation's fastest growing companies, Aunalytics offers managed IT services and managed analytics services, private cloud services, and a **private cloud-native data platform** for data management and analytics. The platform is built for universal data access, advanced analytics and AI—unifying distributed data silos into a single source of truth for highly accurate, actionable business information. Its **Daybreak™** industry intelligent data mart

combined with the power of the Aunalytics data platform provides industry-specific data models with built-in queries and AI for accurate mission-critical insights. To solve the talent gap that so many mid-sized businesses and enterprises located in secondary markets face, Aunalytics' side-by-side digital transformation model provides the technical talent needed for data management and analytics success in addition to its innovative technologies and tools. To learn more contact us at +1 855-799-DATA or visit Aunalytics at <https://www.aunalytics.com> or on **Twitter** and **LinkedIn**.