



# Everest Group US Business and Professionals Contingent Talent and Strategic Solutions PEAK Matrix® Assessment 2023

Focus on Manpower  
August 2023



## Background of the research

After experiencing a significant surge in contingent talent demand post the pandemic, the contingent staffing industry in the US continued to experience growth in 2022 on account of the talent shortage. Enterprises continued to face a talent crunch in 2022 due to a skills shortage and the voluntary attrition of workers. Though the fears of an expected recession slowed down the trend, it did not invert the talent supply-demand gap. This continued the talent shortage in the US, which presented an opportunity for the contingent talent and strategic solutions providers to fill the talent gap by investing to improve capabilities in areas such as technology-driven solutions, managed services, learning and upskilling, and Diversity, Equity, and Inclusion (DEI).

This report examines the dynamics of the contingent talent and strategic solutions provider landscape in the US and its impact on the US contingent staffing market in 2022 from the lens of IT staffing, engineering staffing, business and professionals staffing, and industrial staffing. It gives an overview of the market and analyzes the areas where service providers differentiate themselves based on the comprehensive Everest Group PEAK Matrix®.

In this research, we focus on:

- Everest Group's US IT Contingent Talent and Strategic Solutions PEAK Matrix evaluation, a comprehensive assessment of 28 Contingent talent and strategic solutions providers in the US
- Everest Group's US Engineering Contingent Talent and Strategic Solutions PEAK Matrix evaluation, a comprehensive assessment of 22 Contingent talent and strategic solutions providers in the US
- Everest Group's US Business and Professionals Contingent Talent and Strategic Solutions PEAK Matrix evaluation, a comprehensive assessment of 23 Contingent talent and strategic solutions providers in the US
- Everest Group's US Industrial Contingent Talent and Strategic Solutions PEAK Matrix evaluation, a comprehensive assessment of 21 Contingent talent and strategic solutions providers in the US
- Remarks on key strengths and limitations for each contingent staffing provider
- Service provider landscape

### Scope of this report



**Geography**  
The US



**Providers**  
Coverage: across 56 staffing providers



**Services**  
Contingent staffing

## Introduction and scope

Everest Group recently released its report titled [US Contingent Talent and Strategic Solutions PEAK Matrix® Assessment 2023](#). This report analyzes the changing dynamics of the US contingent talent and strategic solutions landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group positioned 28 service providers (on the Everest Group PEAK Matrix® for US IT contingent talent and strategic solutions providers), 22 service providers (on the Everest Group PEAK Matrix for US engineering contingent talent and strategic solutions providers), 23 service providers (on the Everest Group PEAK Matrix for US business and professionals contingent talent and strategic solutions), and 21 service providers (on the Everest Group PEAK Matrix for US industrial contingent talent and strategic solutions providers) as Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of US contingent staffing providers based on their absolute market success and delivery capability.

Based on the analysis, **Manpower was positioned as a Leader and a Star Performer among the US Business and Professionals contingent talent and strategic solutions providers**. This document focuses on Manpower's contingent talent and strategic solutions experience and capabilities in the US and includes:

- Manpower's position on the US Business and Professionals Contingent Talent and Strategic Solutions Services PEAK Matrix® Assessment 2023
- Detailed contingent talent and strategic solutions profile of Manpower in the US

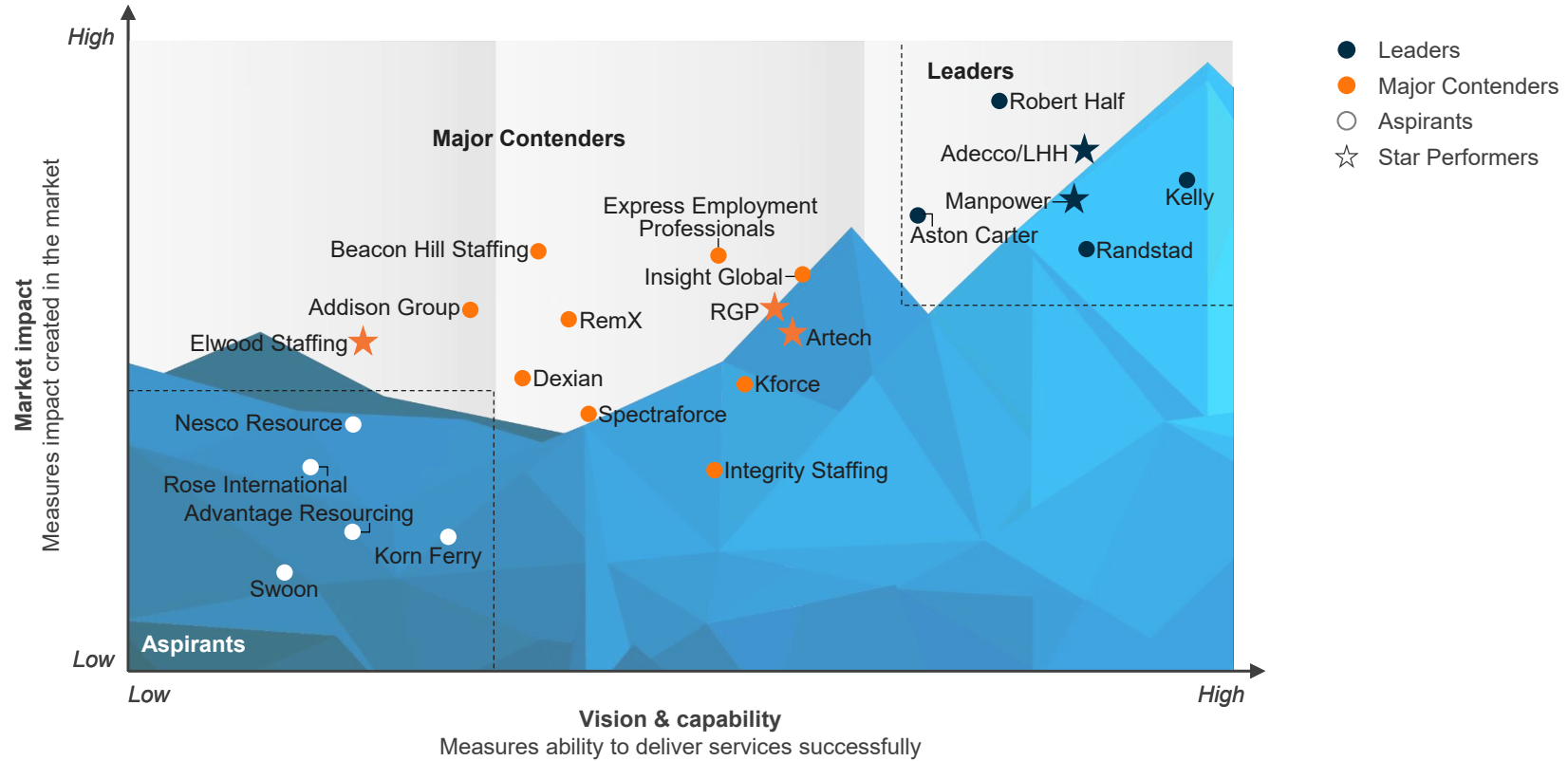
Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers' relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation as well as their requirements and match them against the service provider's capability for an ideal fit.



# Everest Group PEAK Matrix®

## US Business and Professionals Contingent Talent and Strategic Solutions PEAK Matrix® Assessment 2023 | Manpower is positioned as a Leader and a Star Performer

### Everest Group US Business and Professionals Contingent Talent and Strategic Solutions PEAK Matrix® Assessment 2023<sup>1</sup>



<sup>1</sup> This assessment is based on Everest Group's estimates that leverage its proprietary Transaction Intelligence (TI) database, service providers' public disclosures, and interaction with buyers as well as inputs from providers including Adecco/LHH, Artech, Kelly, Korn Ferry, Manpower, Randstad, and Spectraforce  
Source: Everest Group (2023)

# Manpower profile (page 1 of 6)

## Overview

### Company profile:

Manpower is a global workforce solutions provider, and its portfolio of services includes contingent staffing, permanent staffing, RPO, MSP, direct hire, and consulting and managed services. It sources talent for industrial, office/clerical, administrative, finance and accounting, contact center, and engineering domains. It offers contingent talent and strategic solutions to its wide range of clients from industries such as manufacturing, hi-tech and telecom, retail and consumer goods, pharma and life sciences, and BFSI.

**US headquarters:** Milwaukee, WI

**Website:** [www.manpower.com](http://www.manpower.com)

### Key leaders

- **Jonas Prising**, CEO and Chairman
- **Jack McGinnis**, EVP and CFO
- **Becky Frankiewicz**, Regional President, CCO
- **Rajesh Namboothiry**, SVP, Manpower North America
- **George Kelly**, SVP, Manpower US Markets
- **Frank Armendariz**, SVP, Engineering

### Recent contingent staffing-related developments/announcements

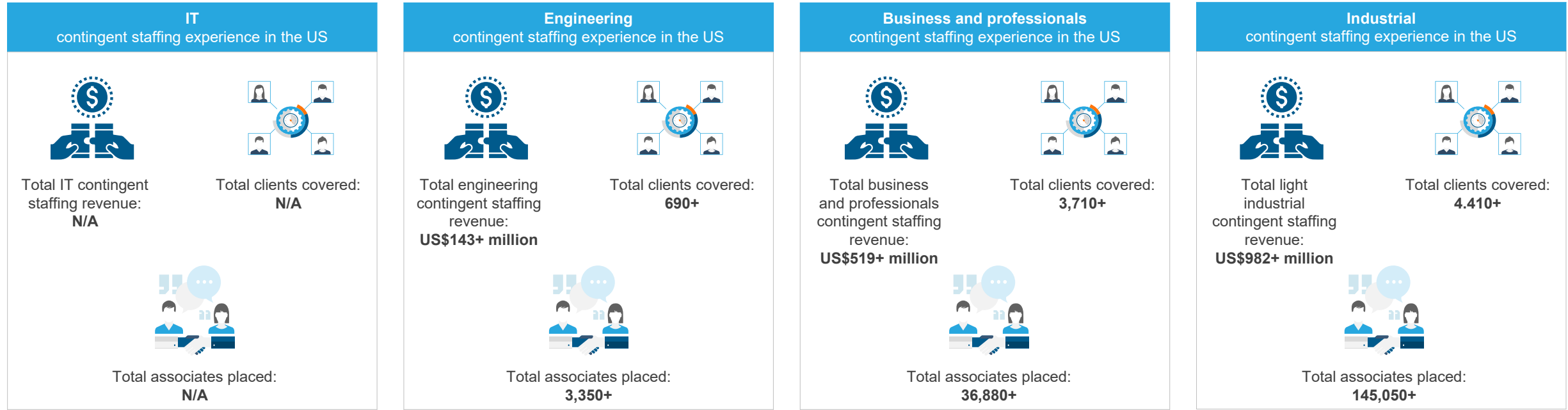
- **2022:** Manpower launched Accelerating the Sustainable Workforce research report on the future of green jobs
- **2022:** ManpowerGroup launched the Cybersecurity Analyst Apprenticeship Program in the US
- **2021:** ManpowerGroup announced validated science-based targets and committed to achieving net zero by 2045 or sooner
- **2021:** ManpowerGroup returned to Viva Technology as its HR partner, showcasing new AI, ML, and data-driven predictive performance tools

### Capabilities within key contingent staffing areas

Key areas	Proprietary/ Partnership	Details
Candidate sourcing and attraction	Both	Leverages diversity partnerships, direct recruiting, internet mining, social media, referrals, pre-screening, database searches, resume population, applicant tracking system, local recruiting, and job boards
Candidate assessment	Both	Leverages Manpower proprietary assessments and partnership with SkillsInSight
Background checking	Partnership	Leverages Sterling Check
Onboarding	Proprietary	Leverages the Manpower program, Mpower recruit and MyPath
Robotic Process Automation (RPA)	Both	Leverages the Manpower engagement platform, and its partnerships with UiPath and Alteryx
Data and analytics	Both	Leverages tools such as Workforce Success Index, Total Cost of Workforce Calculator, AI Automated Talent to Job Match, and Manpower Market Insights,
Managed services	Both	Leverages its manufacturing Center of Excellence (CoE), engineering process optimizations, performance analytics and monitoring, time and motion studies, onsite staffing services, enhanced screening and selection process, onsite CoE, and contact center solutions
Training and development	Both	Leverages the Academy of Advanced Manufacturing (training for the US military veterans), IBM Skills Build recruiter training program, associate experience and coaching, upskilling services, employability programs, MPower program, First90 digital notebook, PowerYOU, MyPath, full college tuition coverage program, performance assessments, skills assessments, work-readiness assessments, PowerYOU training platform, GED Path, Circle of Excellence program, MyPath medals, digital badges, associate referral bonus program, and Net Promoter System (NPS)
Diversity, equity, and inclusion (DEI)	Both	Invests in national partnerships with a variety of organizations that provide access to diverse talent. A partial list of diversity recruitment efforts include participation in American Indian, Hispanic, Black, and women's organizations

# Manpower profile (page 2 of 6)

## US portfolio



### Partnerships



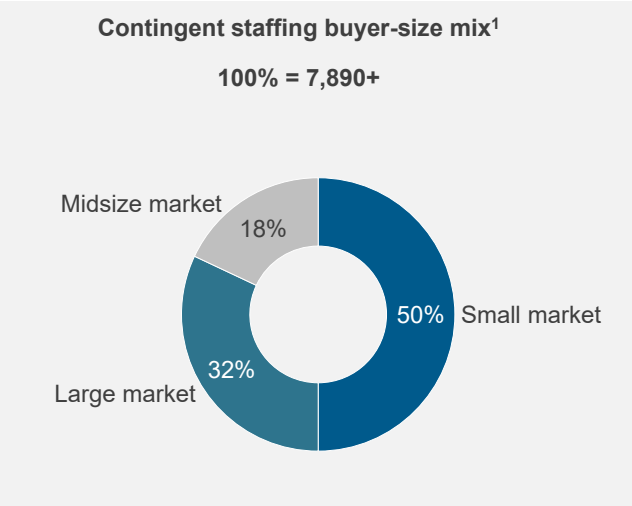
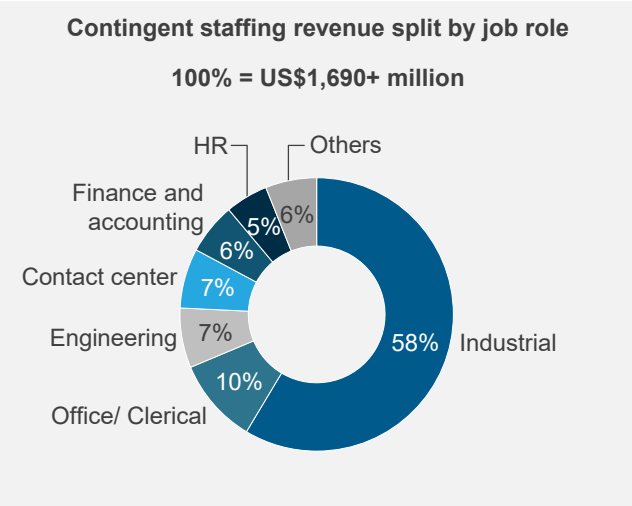
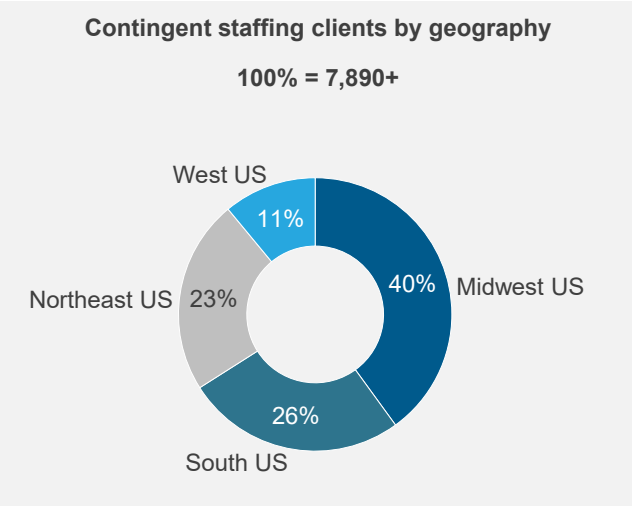
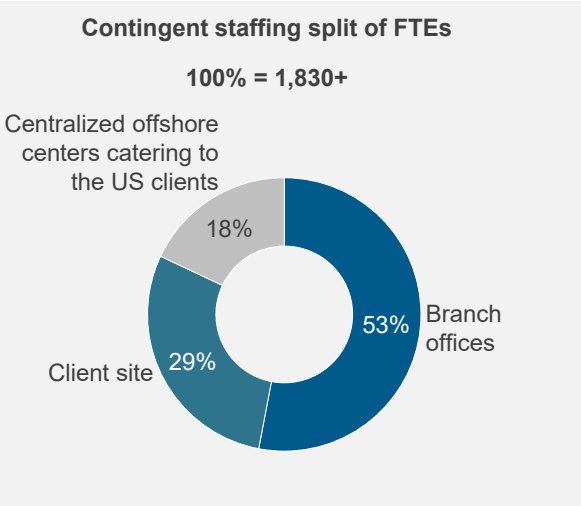
Note: IT contingent talent and strategic solutions are provided by the Experis brand of the ManpowerGroup

# Manpower profile (page 3 of 6)

## US portfolio

Major clients
Not disclosed

Revenue by major industries			
	Low (<10%)	Medium (10-20%)	High (>20%)
Healthcare	Low (<10%)	Medium (10-20%)	High (>20%)
Hi-tech and telecom	Low (<10%)	Medium (10-20%)	High (>20%)
Manufacturing	Low (<10%)	Medium (10-20%)	High (>20%)
Pharma and life sciences	Low (<10%)	Medium (10-20%)	High (>20%)
Retail and consumer	Low (<10%)	Medium (10-20%)	High (>20%)
Others	Low (<10%)	Medium (10-20%)	High (>20%)



<sup>1</sup> Buyer size is defined as small-market (<US\$1 billion in revenue), midsize -market (US\$1-5 billion in revenue), and large-market (>US\$5 billion in revenue)

## Manpower profile (page 4 of 6)

### Key delivery locations
































## Manpower profile (page 5 of 6)

Everest Group engineering assessment – Leader and Star Performer

Everest Group business and professionals assessment – Leader and Star Performer

Everest Group industrial assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Innovation and investments	Scope of services	Delivery footprint	Overall
Engineering									
BPS									
Industrial									

### Strengths

- Manpower, one of the largest global Contingent talent and strategic solutions providers based in the US, specializes in providing contingent and permanent talent for industrial, office/clerical, administrative, finance and accounting, contact center, and engineering domains. It leverages the services of its sister company, Jefferson Wells, to source high-skilled finance and accounting talent
- Manpower continues to invest in its comprehensive learning and skilling solution, MyPath, a one-stop platform for education, assessments, job search, and career coaching
  - powerYOU training and development suite, which connects associates to thousands of online, self-paced courses and is free for associates and employees
  - Condensed upskilling programs for in-demand skills
  - Employability solutions through its Academy of Advanced Manufacturing (AAM) and National Apprenticeship Sponsorship
- Its commitment toward DEI is evident through its multiple diversity partnerships, DEIB Recruiter training program, and a virtual specialized sourcing branch
- Manpower is one of the few US staffing providers to offer real-time recruitment, market analytics and insights, and a performance reporting platform to its clients. It has developed its own workforce insight tools such as the Workforce Success Index (WSI) and Total Cost of Workforce (TCOW) calculator
- It has developed a strong vision for managed services by establishing an integrated Manufacturing Center of Excellence to offer solutions for all outsource, co-source, and output-/outcome-based engagements for manufacturing clients. It leverages the expertise of Jefferson Wells to deliver managed services in the finance domain




























## Manpower profile (page 6 of 6)

Everest Group engineering assessment – Leader and Star Performer

Everest Group business and professionals assessment – Leader and Star Performer

Everest Group industrial assessment – Leader

Measure of capability:  Low  High

	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Innovation and investments	Scope of services	Delivery footprint	Overall
Engineering									
BPS									
Industrial									

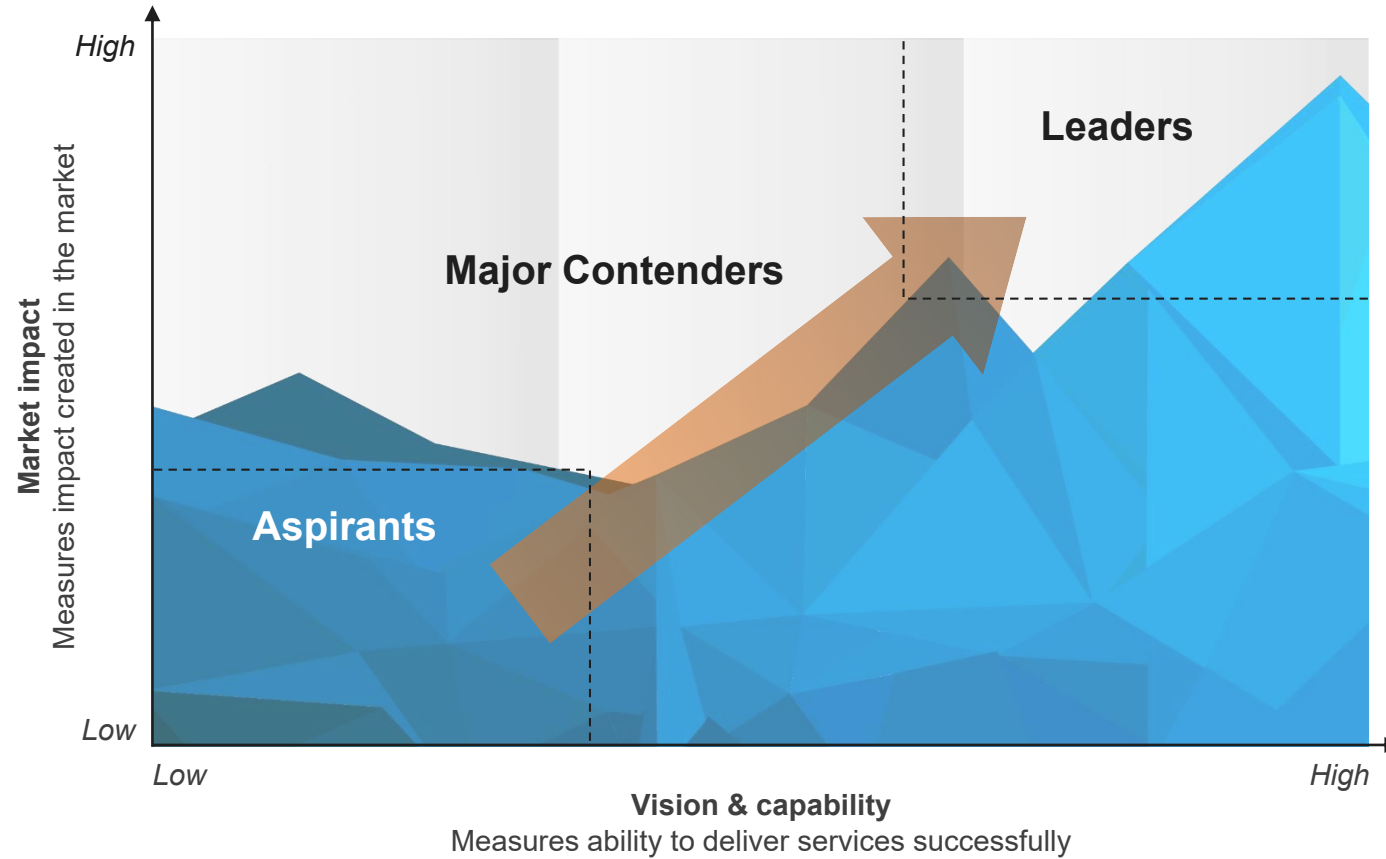
### Limitations

- It has developed strong capabilities to source business and professionals talent. However, its capabilities are limited vis-à-vis its competitors in sourcing talent for domains such as legal, and HR
- Though it has a strong vision to further enhance the stakeholder experience by providing a candidate application for job search, application, and engagement, it is yet to launch comprehensive candidate facing application

# Appendix

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

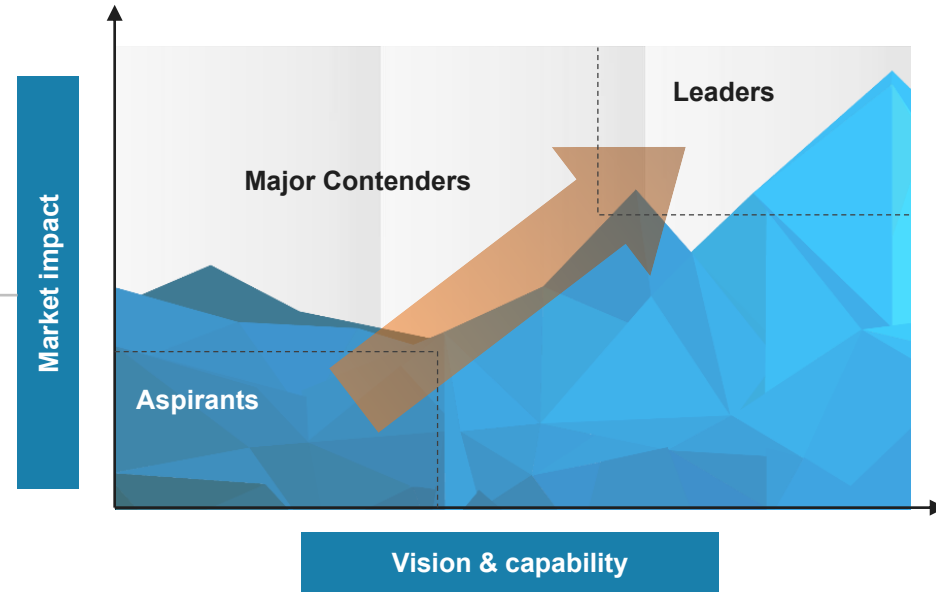
Everest Group PEAK Matrix



# Services PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
Number of clients, revenue base, YOY growth, and deal value/volume
- Portfolio mix**  
Diversity of client/revenue base across geographies and type of engagements
- Value delivered**  
Value delivered to the client based on customer feedback and transformational impact



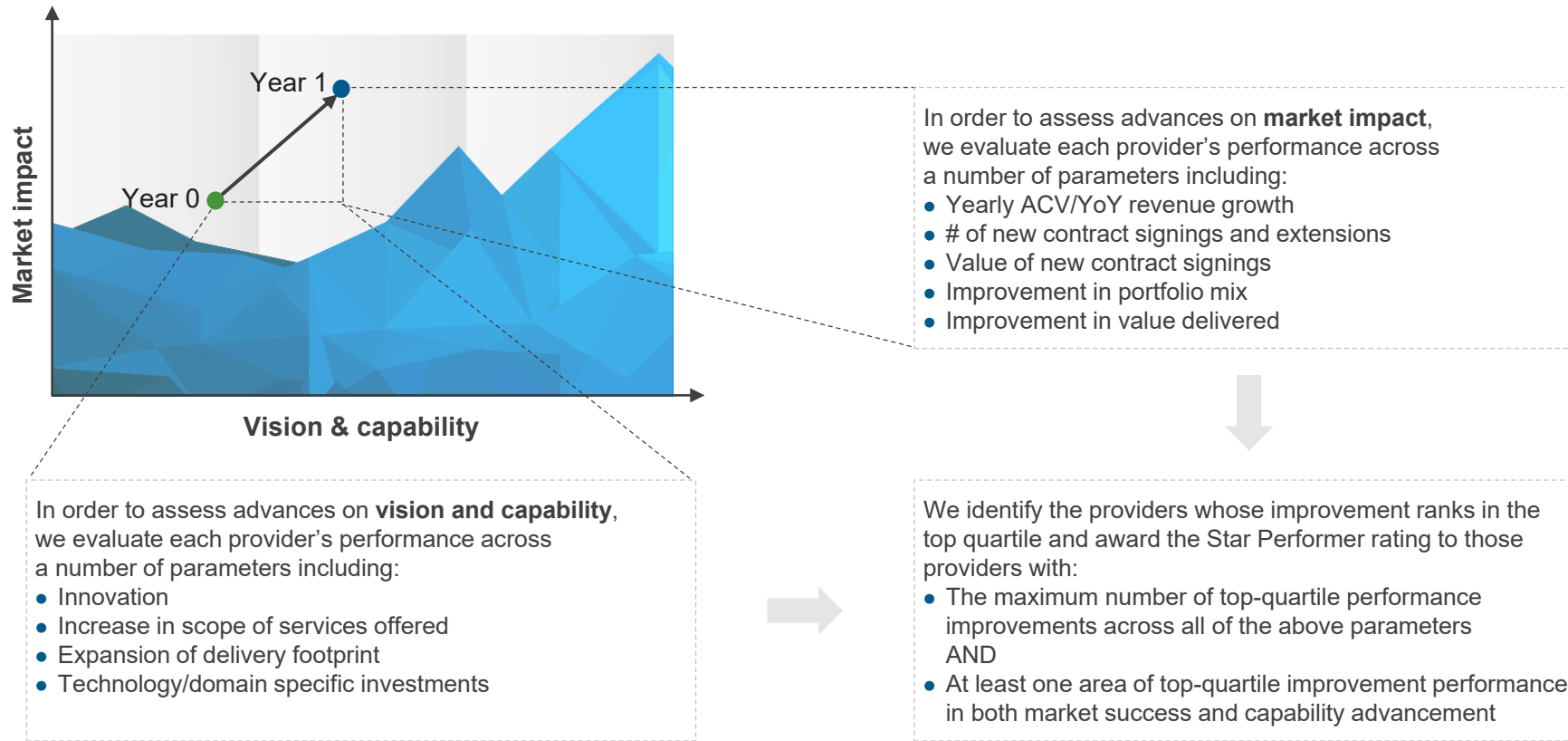
Measures ability to deliver services successfully. This is captured through four subdimensions

- Vision and strategy**  
Vision for the client and itself; future roadmap and strategy
- Scope of services offered**  
Depth and breadth of services portfolio across service subsegments/processes
- Innovation and investments**  
Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.
- Delivery footprint**  
Delivery footprint and global sourcing mix

# Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

## **Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?**

No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

## **What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?**

A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

## **What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
  - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
  - In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

## **What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?**

- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
  - Issue a press release declaring positioning; see our [citation policies](#)
  - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
  - Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or [contact us](#)

## **Does the PEAK Matrix evaluation criteria change over a period of time?**

PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.



**Everest Group**<sup>®</sup>

With you on the journey

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