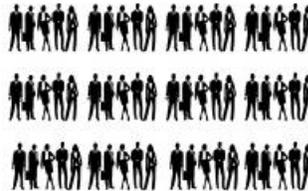




How Enterprises and IT Professionals Can Each Benefit from the Gig Economy

More Promises than Benefits to Date

The gig economy continues to grow, and one area of particular growth is in professional services to assist the CIO/CTO missions in key verticals. This growth is being driven by a number of factors, including dissatisfaction with the value received from the legacy consulting firms paired with a continued need for temporary, specialized services or longer-term staff augmentation. At the same time, the talent pool is also expanding with many professionals entering the gig economy or operating boutique consulting firms.



The enterprise and the talent pool

Both the enterprise and the talent pool should be benefitting from this state of affairs, but the reality for both is far different. An enterprise cannot efficiently scout the thousands of individuals and firms out there, vet them, develop SOWs and execute contracts every time they need to augment their in-house talent. And consultants and boutique firms have little resources beyond their own network to connect to the enterprises that need their expertise.

In response, a number of project-based, freelancer web sites were launched where the talent bids on projects posted by enterprises.



The enterprise, a bunch of web sites and the talent pool

These freelancer web sites do little to help either the enterprise or the professional. For one thing, they don't provide the senior-level IT professional services enterprises need, preferring to focus on developer and engineering slots. Even if they did, enterprises would still need to commit significant resources to comb through multiple sites and execute agreements for every consultant they need to engage. From the IT professional's standpoint, as these sites do not cater to them, they do nothing to resolve their need to discover more opportunities.

The Solution

Enterprises and professionals need a solution that provides an efficient and effective method that enables them to leverage the benefits of the gig economy.



The enterprise, one web site and the talent pool

The Brain Gain Network was developed to fulfill that need. Under our model enterprises can find the experienced, senior-level, professionals they need in one place, and in the core verticals they require to meet today's priorities - such as big data, cyber, and the Internet of Things among others. Unlike other sites, we vet all our consultants and provide oversight throughout the engagement. Instead of multiple contracts, the enterprise only needs to execute one that covers all our talent. Individual engagements are covered under task orders and are extremely flexible in level of effort and timeline depending on the enterprise's requirements.

By leveraging our technological edge, we also offer significantly lower rates than the legacy firms.

Professionals benefit from a vastly expanded range of potential engagements, also covered under one overarching contract. Our model offers flexible engagement options for our talent, and we take care of all the overhead and contract work with the enterprise. As a result our talent keep the freedom of operating as an independent consultant or firm while reaping the benefits of a supporting corporate structure and marketing muscle.

This model mitigates the shortcomings of the others and enables both the enterprise and the IT professional to reap maximum benefits from the gig economy.

Contact us today – info@TheBrainGain.net