



ManpowerGroup™

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## **ManpowerGroup Solutions / TAPFIN Partners with Brightfield Strategies to Enhance Total Talent Management Offering with Next Generation Workforce Data Analytics**

### **New partnership strengthens ManpowerGroup Solutions' market intelligence and analytics capabilities**

MILWAUKEE, July 17, 2017 /PRNewswire/ -- (NYSE: MAN) - As workforce composition becomes increasingly complex, data will play a more critical role than ever, enabling greater transparency and better and faster decision-making. Organizations need to develop more coordinated and precise talent strategies that are aligned to real-time business needs, which is why TAPFIN has formed a strategic partnership with Brightfield Strategies, an independent consultancy and data services company. Brightfield's Talent Data Exchange (TDX) platform will strengthen ManpowerGroup Solutions / TAPFIN's market intelligence and provide world-leading analytics.

"Our clients want to be able to make informed choices and adopt increasingly sophisticated people management practices in an environment where talent is the single most important factor to competitiveness and inclusive growth. Our partnership with Brightfield Strategies means we can better provide our clients with the industry-leading solutions and best-in-class analytics they need," said Jamiel Saliba, Vice President/General Manager, TAPFIN. "[Eighty percent of companies](#) have no coordinated view of the locations, costs and contractual arrangements of their people. By adopting a Total Talent Management approach utilizing data to create an integrated talent strategy, organizations can lower their risk and realize untapped value across their total talent investment."

"We are pleased TAPFIN will leverage TDX for their MSP customers," said Jason Ezratty, President and Chairman, Brightfield Strategies. "The power of TDX, which will provide improved transparency into productivity, quality, and cost metrics, coupled with TAPFIN'S workforce solutions expertise, will assist customers in making better informed decisions regarding talent."

ManpowerGroup Solutions / TAPFIN's Total Talent Management approach drives new insights into an organization's workforce mix modeling and non-employee workforce strategy. The addition of TDX further strengthens ManpowerGroup Solutions' expansive business intelligence suite, which includes IntelliReach and the Global Workforce Index™.

#### **About ManpowerGroup Solutions**

ManpowerGroup Solutions provides clients with outsourcing services related to human resources functions, primarily in the areas of large-scale recruiting and workforce-intensive initiatives that are outcome-based, thereby sharing in the risk and reward with our clients. Our solutions offerings include TAPFIN-Managed Service Provider, Strategic Workforce Consulting, Borderless Talent Solutions, Talent Based Outsourcing and Recruitment Process Outsourcing, where we are one of the largest providers of permanent and contingent recruitment in the world. ManpowerGroup Solutions is part of the ManpowerGroup family of companies, which also includes Manpower, Experis, and Right Management. More information at [www.manpowergroupsolutions.com](http://www.manpowergroupsolutions.com).

#### **About Brightfield Strategies**

Founded in 2006, Brightfield Strategies is an independent consultancy and data services company specializing in workforce acquisition strategies and analytics. For contingent workforce optimization to talent acquisition benchmarking, Brightfield helps Global 2000 clients create data-driven, actionable strategies that make them more competitive. Brightfield is also the creator and data steward of Talent Data Exchange, a talent data and analytics platform that enables companies to develop, validate, and modify their workforce acquisition strategies and compare them with their competition. For more information about Brightfield Strategies and its consulting services and TDX platform, visit [www.brightfieldstrategies.com](http://www.brightfieldstrategies.com).



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