



FUTURE-PROOFING WITH PEOPLE

# Bridging the Gap Between Talent and Business Success



**“ According to a recent Gartner study, 64% of IT executives say the tech talent shortage is the barrier keeping them from adopting emerging technologies.”**

## INTRODUCTION

As technology continues to reshape the way we work, growing and running a successful business has become a balancing act. Or closer to a circus act, depending on how you look at it. Competition has grown more fierce, and technology has become a vital component to not only maintaining the status quo, but ensuring future success.

Leaders across all industries and verticals are accelerating their rate of technology investment and strategically applying technology to enable business transformation. Because of this, the demand for skilled IT professionals has reached extraordinary levels.

This encompasses many things, but let's narrow it down to a few key factors: technological advancements, growing digitization, cybersecurity concerns, data management and analytics, and cloud computing and infrastructure.

No matter where we go from here, technology will play a starring role in the story.

The inevitable issue then becomes, of course, where to find the IT talent to keep up with consumer demand.



**A consultative approach to IT can help businesses transition from reactive maintenance to proactive strategy, laying the foundation for modernized operations and long-term success. Organizations benefit most when they partner with IT providers that are deeply experienced and equipped to deliver transformative solutions.**

## The inevitable issue then becomes, of course, where to find the IT talent to keep up with consumer demand.



It's no secret that the IT industry is experiencing a significant talent gap, where the supply of qualified individuals falls short of the increasing demand. In a Gartner survey from late 2022, 86% of CIOs said they're seeing increased competition for qualified candidates, and 73% expressed concern over losing IT talent. Moving forward, this poses significant challenges for organizations striving to meet their business objectives. To say the least.

Addressing the talent gap in the IT industry requires a people-focused approach that acknowledges the significance of building relationships, operational maturity in aligning IT with business objectives, and strategic recruitment, retention, and growth of IT talent.

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By adopting these practices, or partnering with an IT provider that understands the importance of a people-first approach, organizations can bridge the talent gap, strengthen their workforce, and leverage IT solutions that truly reflect the needs and expectations of their people.

The long and the short of it is, the talent gap in the IT industry has created a pressing need for organizations to explore innovative strategies such as partnering with MSPs for total or co-managed support to acquire and retain skilled professionals. This report explores that gap, digs down into the more granular type of talent needed (think cybersecurity) and emphasizes the importance of adopting a people-centric approach to address this challenge effectively.

IT'S TIME TO REIMAGINE THE IT  
INDUSTRY WITH A PEOPLE FOCUS.



# Understand the Demand... for Technology

As addressed above, the demand for skilled IT professionals is driven by the need to adapt to technological advancements, implement digital transformations, address cybersecurity concerns, leverage data effectively, develop mobile and web applications, manage IT infrastructure, and support modern work and digital collaboration.



## The increased demand for skilled IT professionals due to several key factors:

### Technological Advancements:

The constant advancement of technology has led to the emergence of new platforms, tools, and systems. Businesses across all verticals and industries are adopting digital transformation strategies to stay competitive and improve operational efficiency.

Meeting this demand often requires a combination of local market insights and broader technical expertise. IT providers with the capacity to blend these strengths make it easier for organizations to implement strategies that drive sustainable growth and efficiency.

### Growing Digitization:

The digitization of various aspects of businesses has accelerated, driven by factors such as ever-increasing connectivity, cloud computing, big data analytics, artificial intelligence (AI), the Internet of Things (IoT), and automation. This digitization requires IT professionals to design, develop, and support digital solutions and infrastructure.

### Cybersecurity:

With the increasing reliance on digital systems, cybersecurity has become a top concern for organizations. Right in step with technological advancements are equally-crafty bad actors. This means a rise in cyber threats, such as data breaches, ransomware attacks, and hacking attempts, which has

created a demand for IT professionals with expertise in cybersecurity to protect sensitive information, secure networks, and mitigate risks.

### Data Management and Analytics:

The explosion of data has created a need for professionals who can collect, store, process, analyze, and derive insights from vast amounts of information. Skilled IT professionals are required to manage databases, develop data-driven strategies, and implement analytics tools to drive informed decision-making.

### Cloud Computing and Infrastructure:

Cloud computing has revolutionized the way businesses store and access data, deploy applications, and scale their operations. Organizations are increasingly adopting cloud-based infrastructure and services, necessitating IT professionals who can design, implement, and manage cloud environments.

**The list doesn't stop here, but these are some of the main factors contributing to organizations recognizing the value of skilled IT professionals in harnessing technology to achieve their business goals in today's rapidly evolving digital landscape.**



# What Business Leaders Are Missing in Solving the IT Talent Gap

To understand why having a ‘people focus’ is so valuable, we must first understand where the talent gaps are, and why they’re happening.

According to a report by the International Monetary Fund (IMF), the tech talent shortage will swell to more than 85 million tech workers by 2030, which in turn can potentially translate to lost revenue of over \$8 trillion annually.

## LET’S DRILL DOWN INTO THE NUMBERS:



More than 41% of tech workers face limited career progression.



Around 58% of IT workers say they are suffering from job burnout.



91% of tech employees expect more learning and training opportunities from their employers.



Over 80% of tech professionals expect a higher payment for their work.

A lot of this comes down to a skills shortage. There are so many areas of emerging technology—AI, machine learning, cybersecurity, data analytics, etc.—that require advanced skill sets that, quite frankly, not a lot of people have.

“These days, every company is a tech company,” says Kris Blackmon, the director of partner marketing at AvePoint. “Because of that, there’s increased demand for tech talent because of digital transformation initiatives and just a reliance on technology for the organization to function. That means there’s a lot of competition for this talent, and tech experts are able to demand compensation that’s out of reach for many companies. So not enough talent to go around, and the talent that is available can be prohibitively expensive.”

As far as vertical-specific challenges go, there’s no shortage of them. Tech companies face intense competition because of the aforementioned skills shortage and their need for highly specialized and advanced skill sets. In healthcare, technicians have to be proficient both in IT and the nuances of healthcare like HIPAA. Manufacturing, as well, requires specialized skillsets and the ability to work both on legacy systems that are sometimes decades old as well as advanced, “smart” manufacturing technology like IoT.

Historically, IT was simple and IT leaders and talent traditionally focused on technical skill building. The way technology has evolved has made IT technically more simple, but increasingly strategic and far-reaching for businesses. It has become more complicated to understand how all the pieces connect to somebody's environment.

The lag here is that the talent/leadership, by and large, simply hasn't caught up.

**" Technology used to be complicated... but simple.  
Now, technology is simple... but complicated"**

**— Peter Melby**

CEO, New Charter Technologies

Indeed, the role of tech continues to expand across industries, making it a more complicated equation to solve. Solving this challenge requires not only finding skilled professionals but also ensuring they're placed in roles where they can deliver the most impact. Businesses that work with IT providers offering strategic talent allocation gain a significant advantage in simplifying this equation.

"It is sometimes hard for us to figure out who is qualified for specific roles," says Jesse Armstrong, president and founder of Greystone Technology, a New Charter Technologies company. "We're not always trying to hire the most technically astute people, like someone who is Cisco certified to the seventh degree. We want someone who can truly understand the general landscape and pull the pieces together. That's quite a bit harder."

From an HR and recruitment standpoint, this comes with its own unique set of challenges.

"I've been in HR long enough to understand that business, and the economy, are cyclical," says Sarah Bernhardt, vice president of people at New Charter Technologies. "There are times when it's a candidate's market, and there are times when employers hold all the cards. That said, I think IT is particularly challenging for several reasons. We exist in an era of rapid technological growth and change, and the available workforce lags that change. It takes time for people to go to college, earn certifications, and learn new technology."

So you see, the rate at which technology is evolving and being able to fill the talent gaps to keep up are somewhat at odds. This presents an ongoing and very real challenge—no partner or company is going to get as far as it wants without the right people in the right positions.



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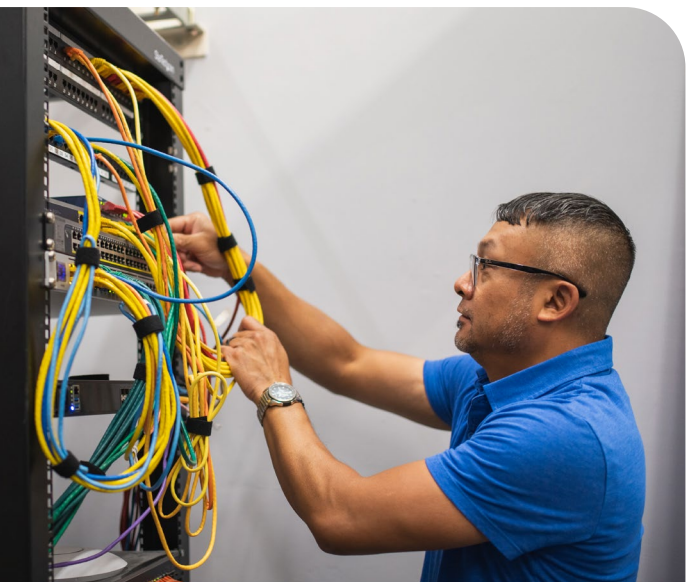
# Want Access to Top IT Talent? Augmentation, My Dear Watson



Hiring specialists and building/managing IT teams can be difficult and expensive. Outsourcing, which is better defined as augmentation in this case, allows organizations to obtain necessary skills and ease the IT talent gap. Accessing broader talent pools and tapping your network of companies and experts is quite an effective approach to balance workforce scarcity during difficult times.

Bringing in external IT experts gives businesses access to a world of knowledge and proven practices. Whether it's filling short-term needs or building lasting partnerships, having flexible, on-demand support helps companies stay ahead in a fast-changing world.

"There are a ton of benefits to augmenting, or extending your IT team," says Kris Blackmon. "One of the big ones is access to top IT talent at a cost that organizations can afford. When you augment, you save on the costs of recruitment, onboarding, training, office space, equipment, and so forth, while you're also able to utilize a wide pool of IT talent. And you don't have the costs associated with turnover. If your internal IT manager leaves, that turnover has a price. You don't have that issue when you outsource."



Not to mention, the risk of a project consuming too much time and resources is mitigated, too, since IT service providers operate on service-level agreements (SLAs) that promise a specific result by a specific time. The risk factor decreases even more when you consider that certain responsibilities you once shouldered are now covered by your MSP, such as compliance or having adequate cyberdefenses in place.



## THERE ARE OTHER BENEFITS TOO, SUCH AS:



### **Expertise and specialized skills**

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Outsourcing gives you access to a network of experts and specialized professionals who have honed their skills in specific areas. Instead of relying on (what can be) a limited pool of internal resources, you can tap into a diverse range of talents with varying skill sets and industry experience. And not just that... IT services built for flexibility and scalability make it easier for businesses to grow or pivot without missing a beat. With access to the right expertise, companies can stay agile and ready for whatever's next.

This can be particularly beneficial when you require specific technical expertise for a short-term project or need specialized knowledge in emerging technologies.



### **Flexibility and scalability**

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Augmentation provides flexibility in terms of scaling your technology resources up or down, which can often be a rather clunky process. You can easily adjust the size and make-up of your outsourced team, allowing you to ramp up or downsize without the complexities and costs associated with hiring, onboarding, and offboarding employees. This agility is particularly advantageous when dealing with fluctuating workloads or short-term projects.



### **Time savings**

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Not to put too fine a point on it, but building and managing an internal team requires a boatload of time and effort. By outsourcing/augmenting, you can save time on recruitment, training, and managing human resources. The external technology talent provider takes care of these responsibilities, allowing you to focus on your core business objectives and speed up project delivery.



### **Access to advanced tools and technologies**

Technology outsourcing companies often invest in the latest tools, technologies, and infrastructure to support their clients' needs. By augmenting/extending your IT team, you can leverage these resources without the upfront investment and ongoing maintenance costs. This ensures access to the most up-to-date, state-of-the-art technology solutions and expertise that may be beyond the reach of a smaller internal team.



### **Reduced risk**

Technology outsourcing can help mitigate certain risks associated with building an internal team. If you encounter challenges with an outsourced team, you can often negotiate SLAs and contractual terms to hold the vendor accountable. Additionally, the extended team is responsible for keeping everyone up-to-date with industry regulations and security measures, reducing the burden of compliance and risk management on your end.

**While outsourcing technology talent offers various advantages, it's important to consider factors such as cultural fit, communication channels, and data security when selecting an outsourcing partner. Thoroughly evaluating potential vendors and maintaining strong collaboration and communication are essential for successful outsourcing engagements.**



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# The Bottom Line

**It comes down to this:** every company is now a tech company, a phenomenon that isn't likely to change anytime soon. In tandem with this, we are facing a growing gap in tech skills. Shifting the way they view talent could make all the difference.



Addressing the talent gap in the IT industry requires a multifaceted and people-focused approach. While technical skills and expertise are indeed crucial, it is equally important to recognize the significance of building relationships and fostering collaboration. Companies need to prioritize operational maturity and ensure that IT is aligned with the overall business objectives to maximize productivity and innovation.

Addressing the talent gap in the IT industry requires a holistic and people-focused approach. By acknowledging the importance of building relationships, aligning IT with business objectives, and strategically recruiting, retaining, and growing IT talent, organizations can overcome the challenges posed by the talent gap and thrive in the ever-evolving technology landscape.

## WHAT WE BRING TO THE TABLE

We've reimagined the IT Industry with a 'people' focus. We're talking about people who understand the importance of building relationships and have the operational maturity to connect IT to business objectives. Your IT people are the ones who need to be able to connect IT with said objectives and build relationships in order to be impactful in the current environment.

Without this, you will end up trailing behind—unable to compete with those companies that have figured this out and implemented it into their structure. Figure out how to recruit, retain, and grow IT talent and make your solutions reflect that.

With a New Charter Technologies company, you get more than an IT guy/gal. There is vast strength in numbers and knowledge across the New Charter Technologies platform that can be tapped into to provide the ideal solutions.

**WE INVEST IN OUR PEOPLE —**  
through growth and learning initiatives, employee benefits, and company innovation.



# Want to Learn More?

**START THE CONVERSATION NOW!**

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