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TechServe Alliance Announces Launch of the IT & Engineering Staffing Dashboard™ in Collaboration with new Diamond Sponsor CEIPAL

CEIPAL is TechServe Alliance's Latest "Diamond Sponsor"; Collaborative Effort Will Result in New Industry Tools and Resources for IT & Engineering Staffing Firms

Alexandria, VA– June 24, 2020 — TechServe Alliance, the national trade association of IT & Engineering Staffing Firms, today announced that CEIPAL, a SaaS platform for the front and back-office business operations of staffing companies, will become its latest Diamond Sponsor. The collaborative effort will result in the development of new tools, including a monthly benchmark, that will deliver data-driven insights, actionable metrics, and track emerging trends for IT & engineering staffing firms that are critical to thriving in today's ever-changing marketplace.

The Diamond Sponsorship includes a number of components: including collaboration on the development of the IT & Engineering Staffing Dashboard™, direct participation in TechServe Alliance's annual conference and tradeshow, partnered webcasts, and more - all with the ultimate goal of providing additional resources to support the IT & engineering staffing industry.

The first initiative TechServe Alliance and CEIPAL will undertake is the IT & Engineering Staffing Dashboard™-- benchmarking IT & Engineering Staffing Performance. Reported on a monthly basis, the "Dashboard" will allow participating organizations to benchmark their performance against industry peers as well as gauge progress over time. On a quarterly basis, the survey will also measure staffing firm adoption of innovative technology that enhances efficiency and operational effectiveness.

"The new IT & Engineering Staffing Dashboard™ will provide timely insights on firm performance which has never been more critical given these uncertain times," stated Mark Roberts, CEO of TechServe Alliance. "For more than three decades, TechServe Alliance has been a leader in providing objective data-driven insights through a range of resources. Given the growing importance for real-time market intelligence, this new monthly 'Dashboard' will provide insights to help guide firm strategy. Further, with technology playing an ever-increasing role in an IT & Engineering staffing firm's ability to stay competitive, a newly created technology KPI will measure adoption of emerging technologies and serve as the basis for the new Tech Stack Competitiveness Index™ for the IT & Engineering Staffing Industry. We couldn't be more excited about collaborating on this project with CEIPAL, who has fully embraced the latest technology trends in the development of its product," added Roberts

“By partnering with TechServe Alliance, a prestigious trade association exclusively serving the IT and engineering staffing industry, we are excited to be part of the development of new tools that drive firm success,” said CEIPAL’s CEO and Founder, Sameer Penakalpati. “This collaboration will benefit the entire industry with new resources to support management with data-driven insights. It’s a total game changer, and at CEIPAL, we’re proud to stand at the forefront of this important effort.”

The initial IT & Engineering Staffing Dashboard™ survey will collect metrics from January 2020 through May 2020 and should take only 10-15 minutes to complete. In future months, the survey will “remember” each firm’s historical responses and should take only 5 minutes to submit. Each participating firm will receive on a monthly basis their data benchmarked against industry peers and a “Dashboard” tracking their progress on KPIs. Participation is complimentary and metrics collected as part of the brief monthly survey will be kept confidential by TechServe. A monthly report on overall industry performance will be disseminated on an aggregate basis. Using data analytics, the initiative will also include projections on anticipated future performance.

The inaugural baseline survey launches today with a response deadline of July 9, 2020. Results will be available on July 17. Interested parties are encouraged to participate by taking the survey here: <https://survey.zohopublic.com/zs/kEBUYb>.

About TechServe Alliance

TechServe Alliance is the national trade association of the IT & Engineering staffing and solutions industry. Hundreds of firms and tens of thousands of affiliated professionals, count on TechServe Alliance to keep their leadership informed, engaged and connected. TechServe Alliance serves as the voice of the industry before the policymakers and the national and trade press. By providing access to the knowledge and best practices of an entire industry and its proprietary research tools on key market trends as well as tapping the "collective scale" of its companies, TechServe Alliance supports its members’ success as they deliver best-in-class IT & Engineering staffing and solutions for clients and exceptional professional opportunities for every consultant. For more information visit www.techservealliance.org.

About CEIPAL

CEIPAL provides a SaaS platform that automates both the front- and back-office business operations of staffing companies. CEIPAL offers a complete workforce management platform, including a fully integrated applicant tracking system (ATS) and human resource information system (HRIS). Founded in 2015, CEIPAL now serves over 1,400 customers and 20,000 recruiters globally. For more information visit www.ceipal.com.