



Sherlock Report

Investigating Market & Talent Opportunities

for

CLIENT





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Short Introduction

What is a Sherlock Report?

- * A sophisticated form of Market and Talent Mapping
- * Based on deep digging Data-driven Internet Research
- * Professional starting point for hiring

For whom?

For HR, Recruitment & (Hiring) Management

Why?

To analyse Potential Talents in certain (geographical-) markets

Main benefits:

- * Extreme Deep Digging (Worldwide Search)
- * Summary of the approximate size of the relevant talent pool
- * Overview of current employers by region and industry
- * Providing practical recruitment marketing insights
- * First step towards Search and Selection process



The way we work

We will track candidates who will match the *Specific Digital Footprint Criteria*.

Besides Social Media sources, Search Engines and Local Sites, we collect info from a variety of sources like Annual Reports, National Statistics Publications, Interviews, Articles, Professional Literature etc.

We use advanced 'Data-mining' methods for employment and talent market analysis.

Continuously investing in development of our Data mining expertise is part of our success.





Market & Talent Mapping

1. Market Mapping

Market Mapping offers you a macro labor market overview. This incorporates a well-defined analysis of the targeted geography and industry. It reveals your competition in the war for talent.

2. Talent Mapping

In the second part of your Sherlock Report we identify the number of potential talents and their current employer. All matching the discussed 'must have' criteria. It provides a more detailed breakdown, and gives you a good impression of the potential talent pool.



Briefing – Defining the Profile

Every Sherlock Report starts with a briefing, analysing the profile of the candidate(s) you are looking for.

Basically we will go over selection criteria such as Industry Experience, Language Skills, Location and Education.

Criteria:

- * 'must have' qualifications
- * 'nice to have' qualifications
- * Exclusions

The presented data and analysis are the starting point for the next step in the hiring process. The actual search for top qualified and interested candidates.



Briefing – CLIENT

Senior Benchmark Consultant ('must have' and 'nice to have' criteria)

- Profile: Senior Benchmark Consultant
- Experience:
 - 6+ years of experience
 - IT or financial benchmarking
- Language: English (fluent), Dutch (fluent)
- Location: Netherlands
- Education: Master degree
- Company exclusions: none
- Other exclusions: none
- Nice to have criteria:
 - Amsterdam area (55 km radius)





Sherlock report CLIENT

Results of this report are based on the criteria mentioned in the briefing

1. Market Mapping

The Dutch target group consists of 530 Candidates. The initial search was based on location of the Netherlands, Master education and direct IT or financial benchmark experience. Looking at the relevance of their current title, our target group reduces to 68 Potential Candidates.

2. Talent Mapping

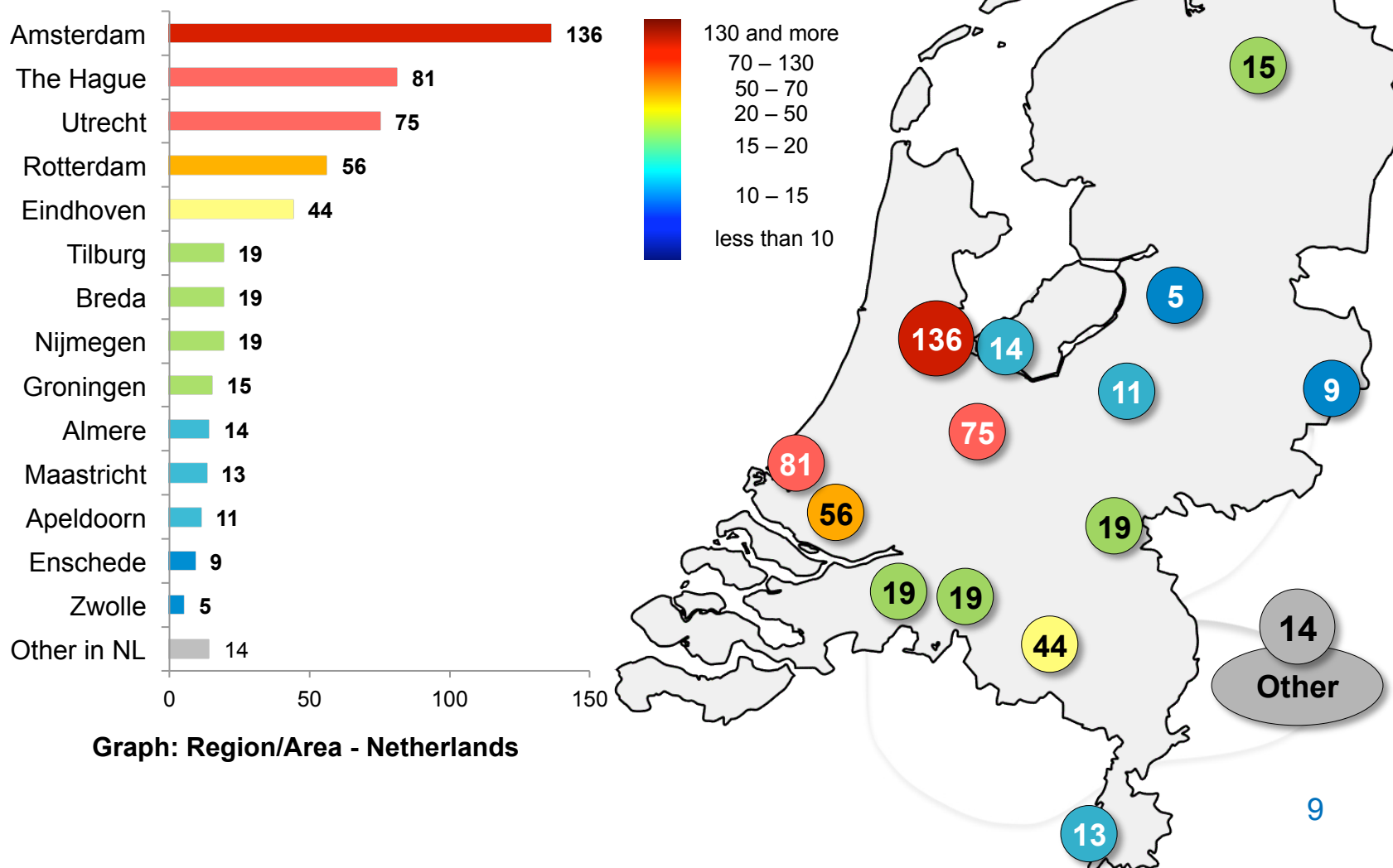
Adding location (within 55km of Amsterdam) to the filters further reduces our target group to 31 Potential Candidates. 84% of the Potential Candidates are fluent in the English and Dutch language.



1a. Market Mapping Region

Candidates meeting criteria: location, education and direct IT or financial benchmarking experience

Basic data of region: Netherlands was calculated to 530 Candidates

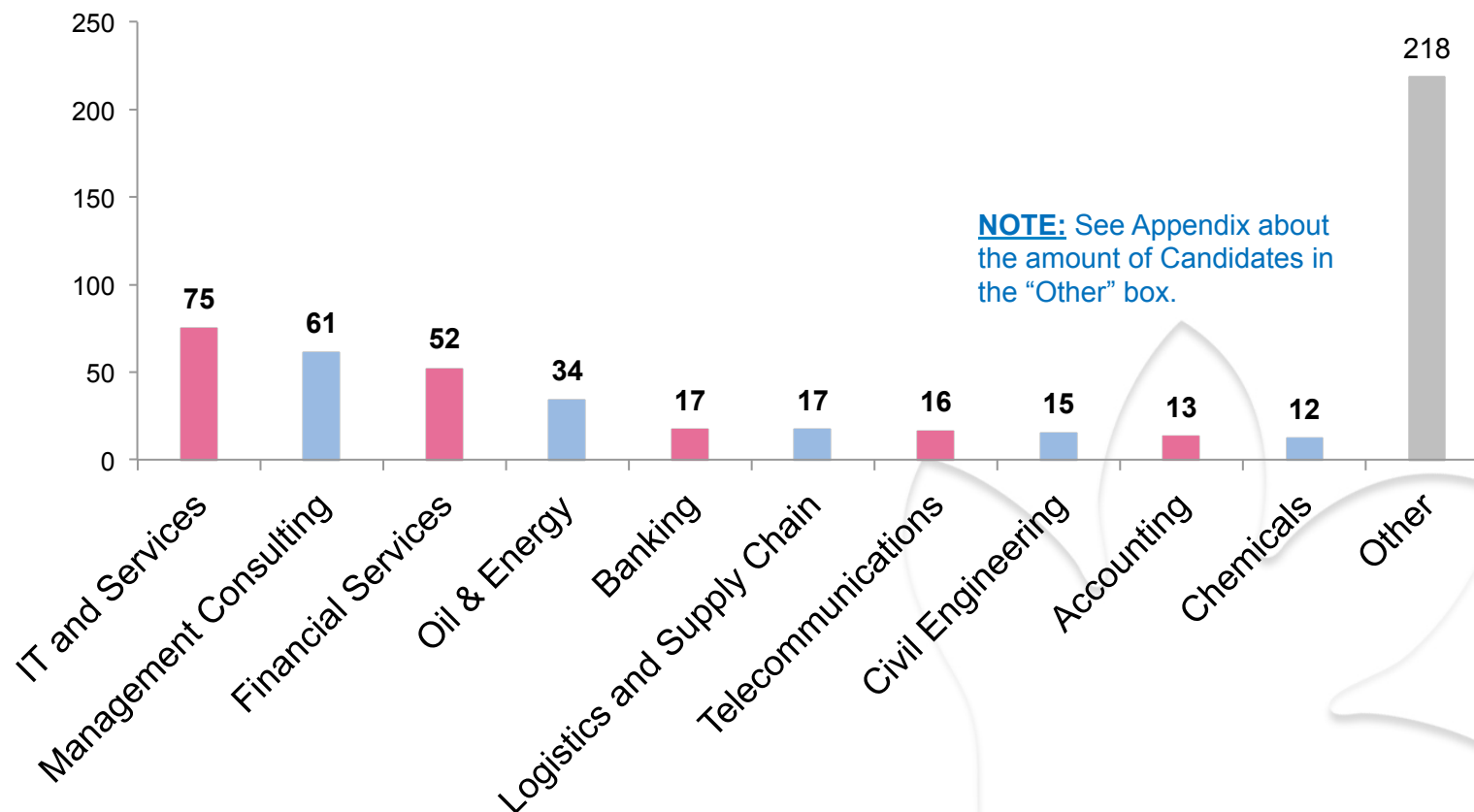




1b. Market Mapping Industry

Candidates meeting criteria: location, education and direct IT or financial benchmarking experience

Basic data of region: Netherlands was calculated to 530 Candidates



Graph: Industry - Netherlands

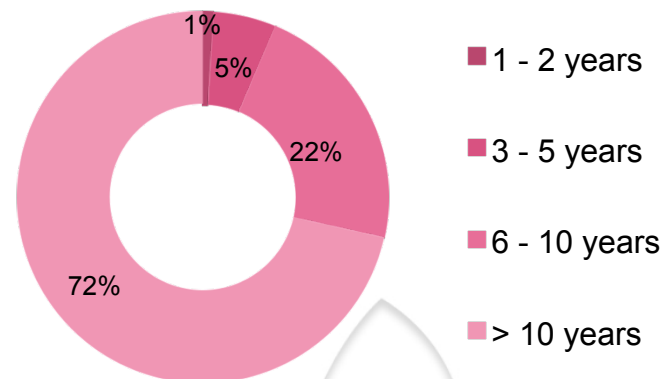


1c. Market Mapping Languages / Years of experience

Candidates meeting criteria: location, education and direct IT or financial benchmarking experience

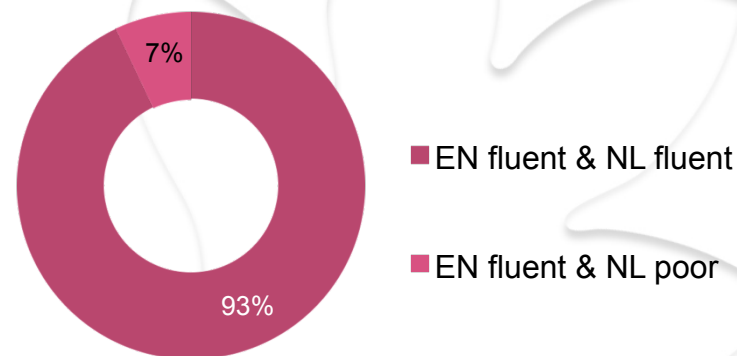
Basic data of region: Netherlands was calculated to 530 Candidates

Experience	
< 1 year	0
1 - 2 years	5
3 - 5 years	29
6 - 10 years	117
> 10 years	379



Graph: Years of experience - Netherlands

Languages (sample from 100 candidates)	
EN & NL fluent	93%
EN poor & NL fluent	0%
EN fluent & NL poor	7%
EN & NL poor	0%
None / Not specified	0%



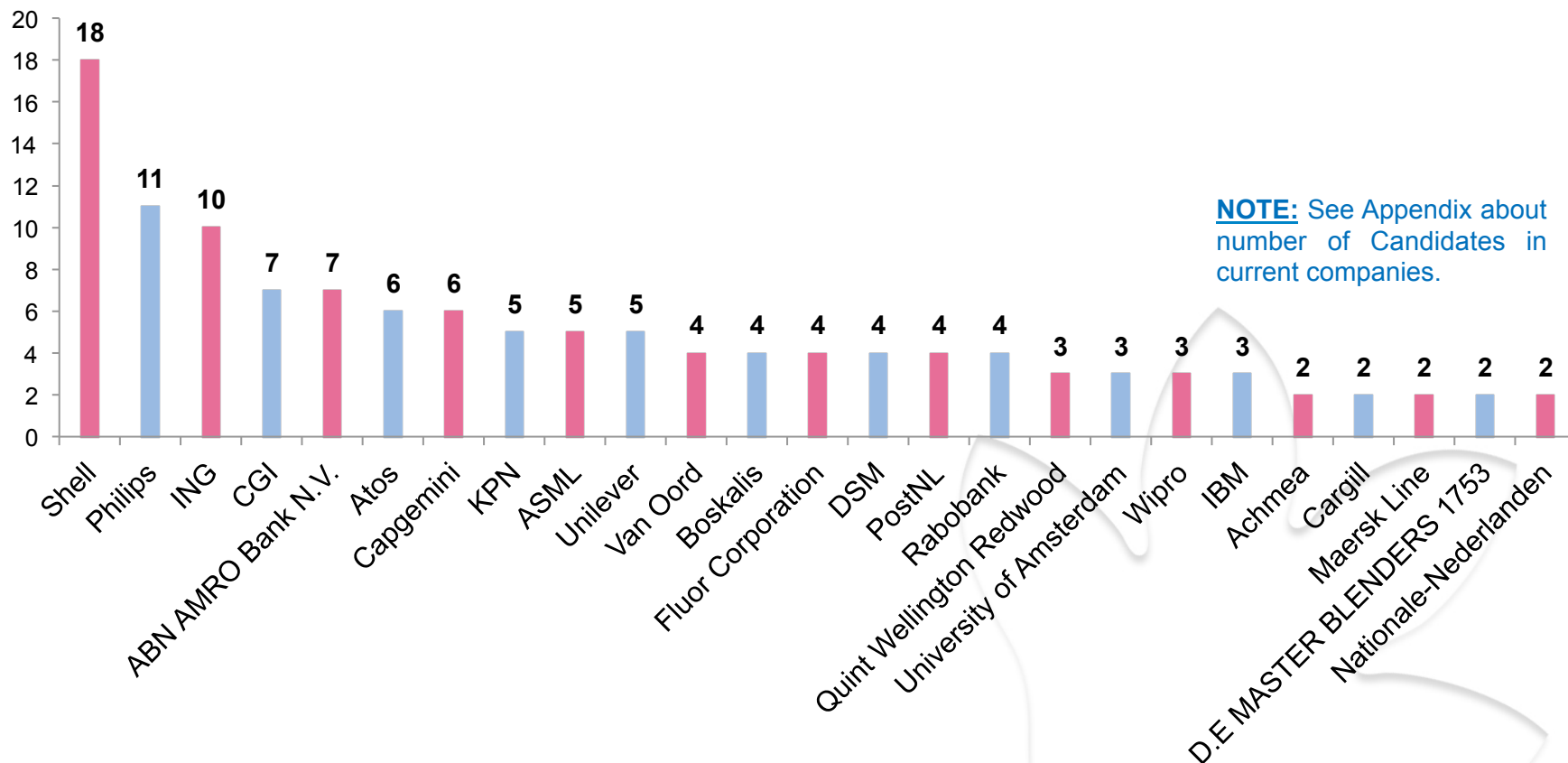
Graph: Languages - Netherlands



1d. Market Mapping Current company

Candidates meeting criteria: location, education and direct IT or financial benchmarking experience

Basic data of region: Netherlands was calculated to 530 Candidates



Graph: Current company - Netherlands



2a. Talent Mapping Potential Candidates breakdown

Criteria breakdown	
Netherlands	530
Netherlands – current title	68
Amsterdam 55km radius – current title	31

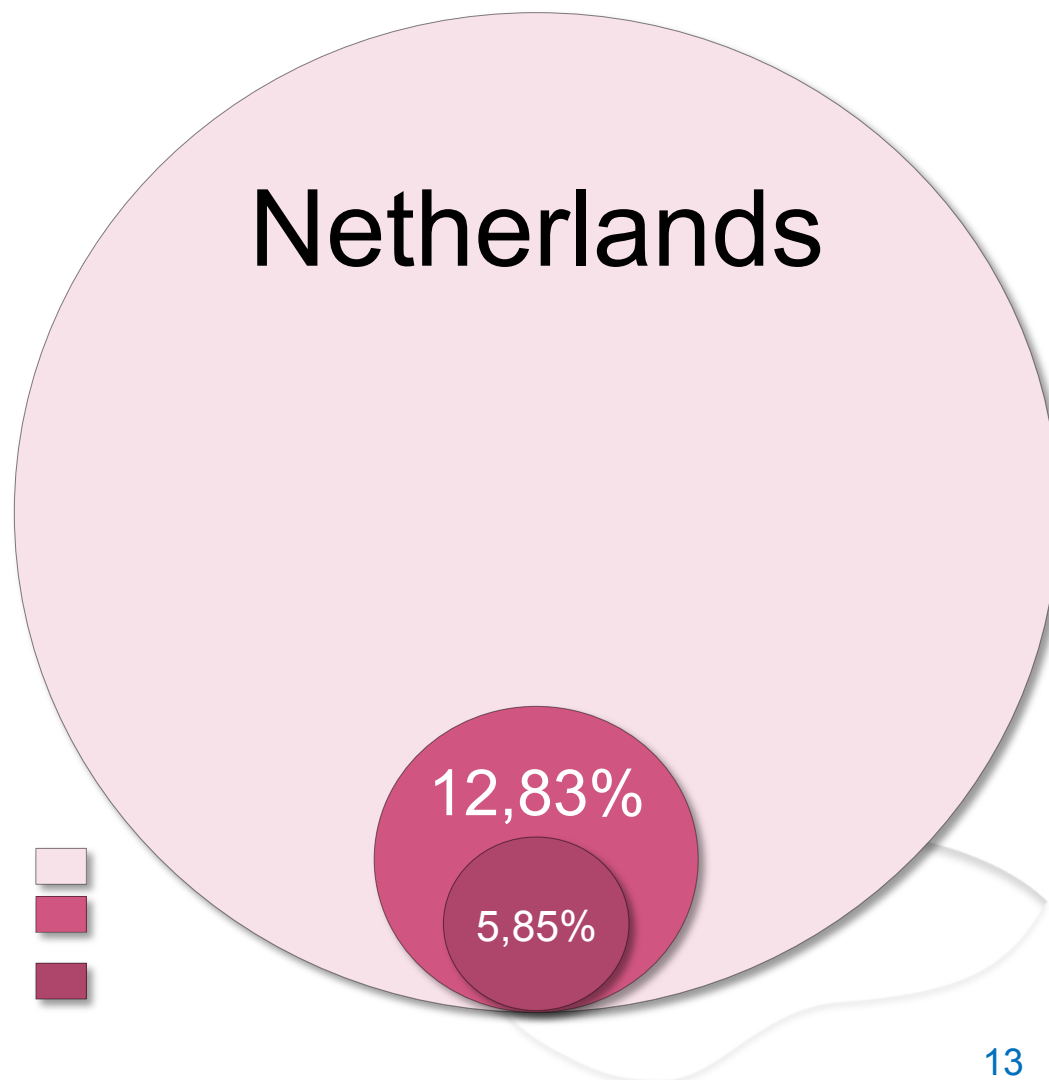
68 Candidates (approx. 13%) of the whole population is currently working as benchmark consultants or bid managers.

31 Candidates are working within 55 km of Amsterdam. This includes major areas – Amsterdam, Utrecht, Alkmaar, Almere and Haarlem.

Netherlands

Netherlands – current title

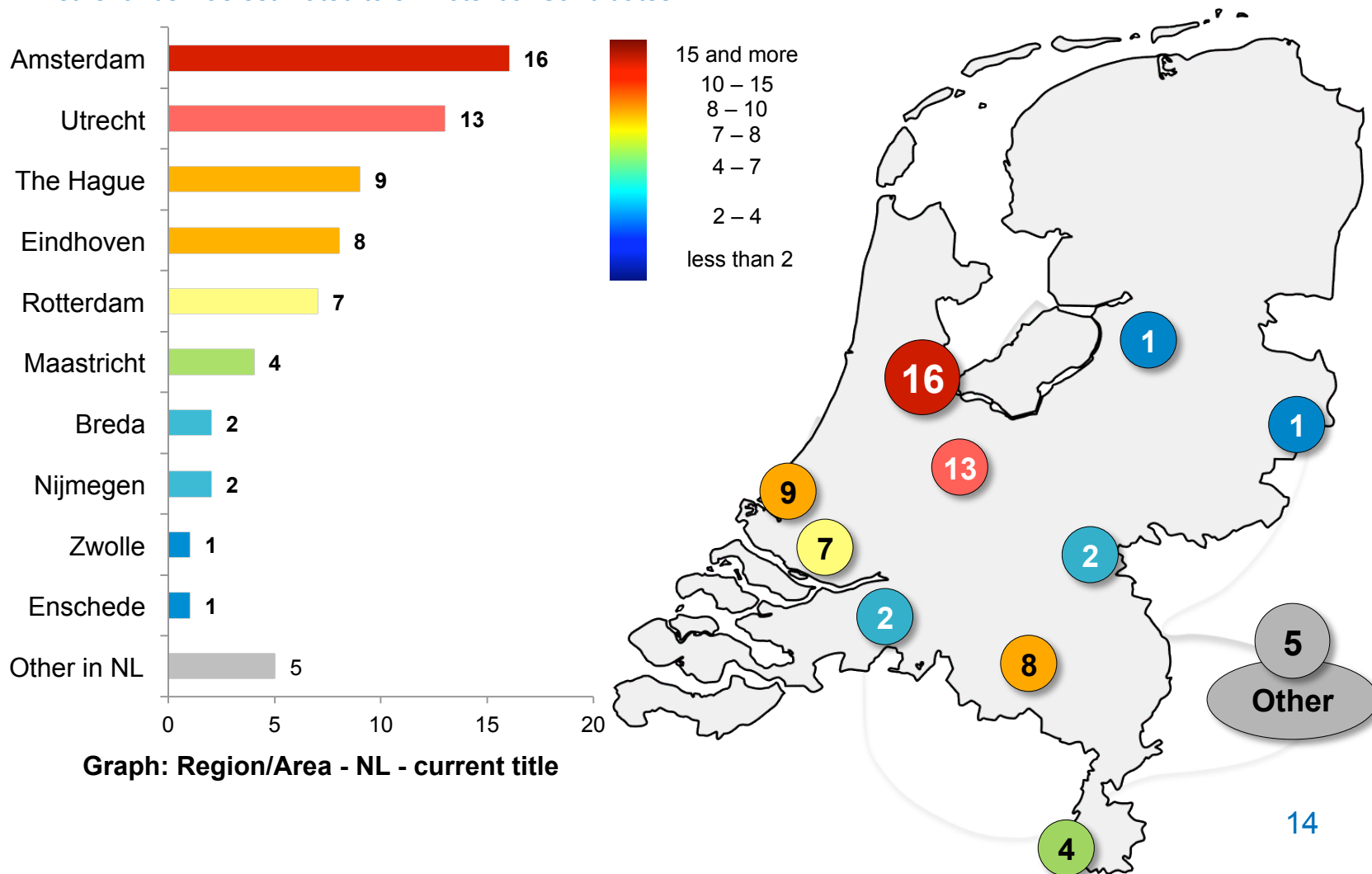
Amsterdam 55km radius – current title





2b. Talent Mapping Region (current title)

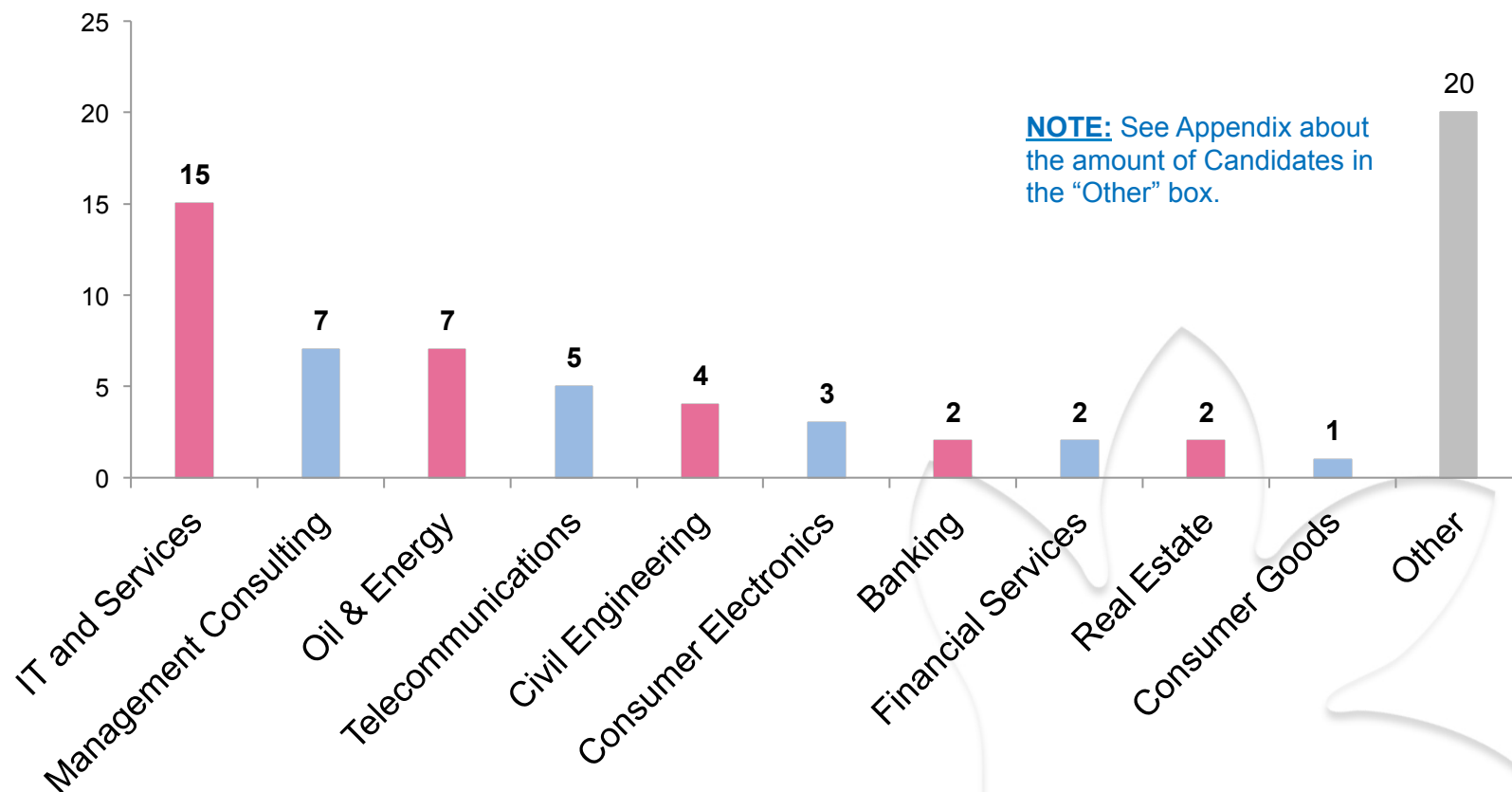
Potential Candidates meeting all 'must have' criteria and 'nice to have' criteria – current title
Netherlands was estimated to 57 Potential Candidates.





2c. Talent Mapping Industry (current title)

Potential Candidates meeting all 'must have' criteria and 'nice to have' criteria – current title
Netherlands was estimated to 68 Potential Candidates.



Graph: Industry - Netherlands - current title

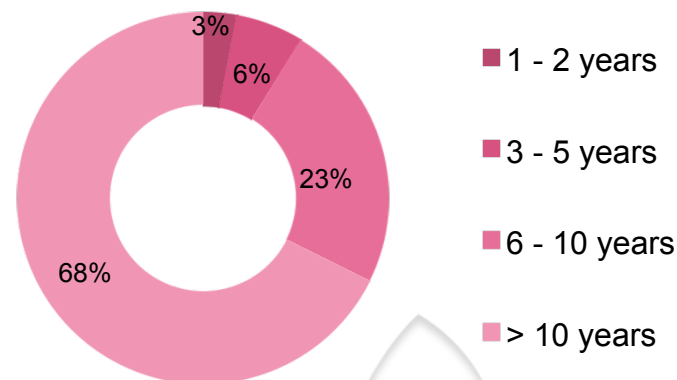


2d. Talent Mapping Languages / experience (current title)

Potential Candidates meeting all 'must have' criteria and 'nice to have' criteria – current title

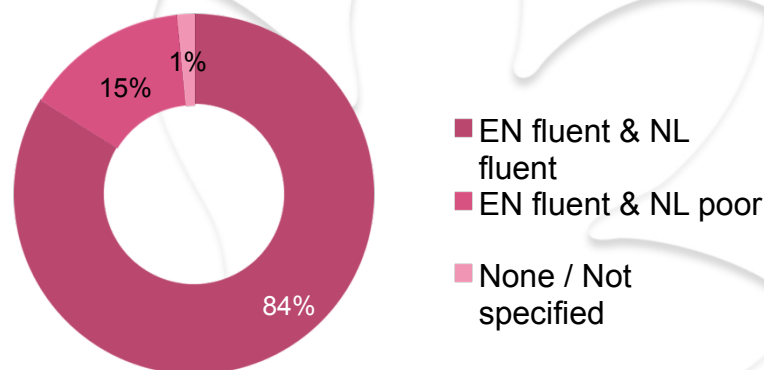
Netherlands was estimated to 57 Potential Candidates from 68, based on statistical language sample

Experience	
< 1 year	0
1 - 2 years	2
3 - 5 years	4
6 - 10 years	16
> 10 years	46



Graph: Years of experience - Netherlands - current title

Languages (sample from all 68 candidates)	
EN & NL fluent	83,8%
EN poor & NL fluent	0%
EN fluent & NL poor	14,7%
EN & NL poor	0%
None / Not specified	1,5%

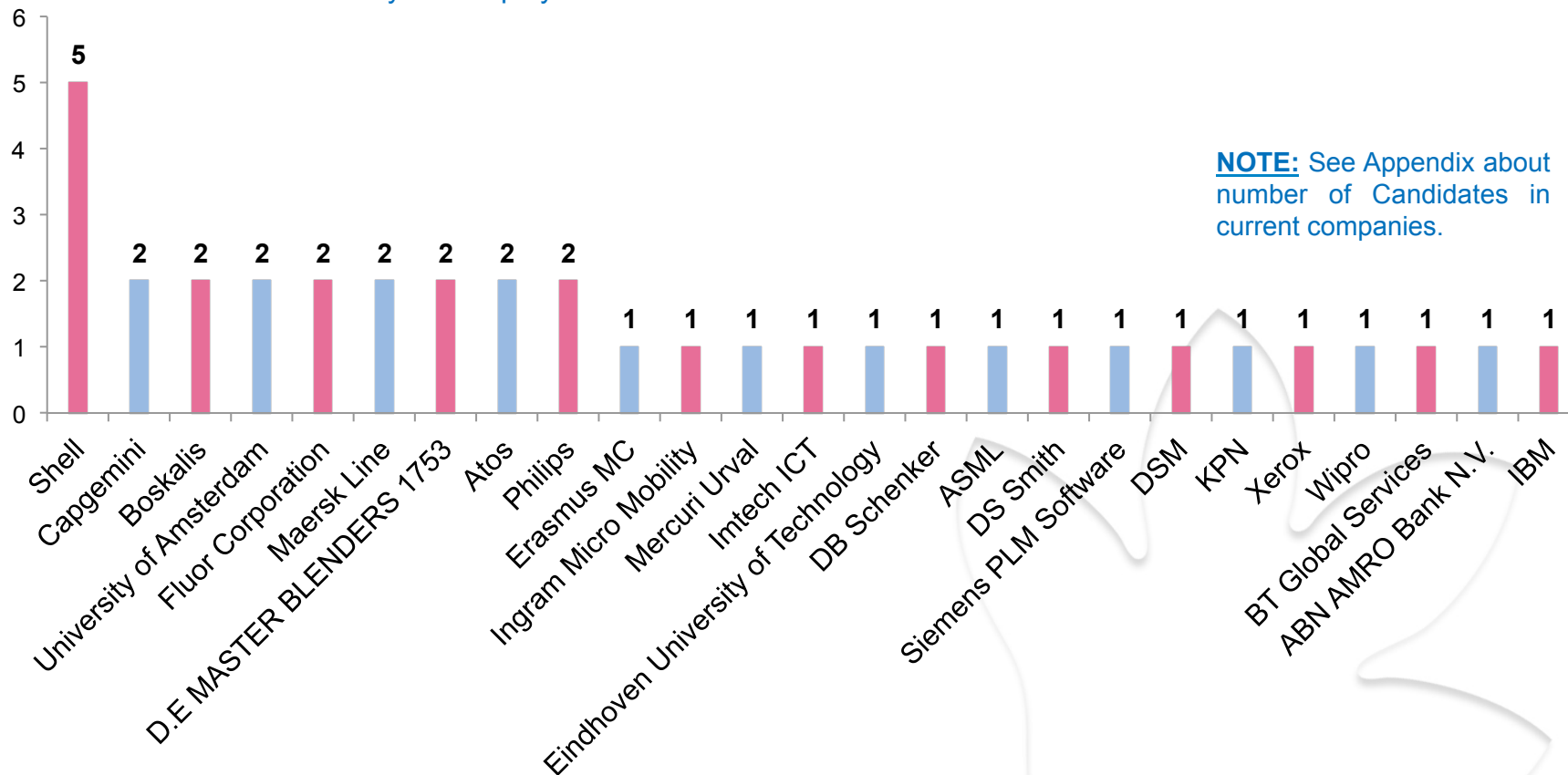


Graph: Languages - Netherlands - current title



2e. Talent Mapping Current company (current title)

Potential Candidates meeting all 'must have' criteria and 'nice to have' criteria – current title
Netherlands was estimated to 57 Potential Candidates. This is a selections of companies where
the Candidates currently are employed.



Graph: Current company - Netherlands - current title



Data Analyst Comments – Market Mapping

We started analyzing Netherlands target group. Our initial study of the market yielded 530 Candidates in Netherlands. These match location, education and direct IT or financial benchmarking experience. Results:

- 1st area in location is Amsterdam with almost 26% of Candidates, 2nd is The Hague with 15% and 3rd Utrecht with 14% of Candidates
- Biggest employer is Shell, followed by Philips and ING. Next are CGI, ABN AMRO Bank N.V., Atos, Capgemini, KPN, ASML and Unilever. Note, that we have very diverse companies. However, there are more large international consultancy companies
- Almost 14% of Candidates work in Information Technology and Services and around 11,5% work in Management Consulting industry. 3rd is Financial Services with little under 10% of Candidates
- There are a lot of Candidates in the 'Other' box. This is because Candidates are very diverse
- All of the group's Candidates have necessary degree
- There are almost 94% of Candidates who have 6+ years of experience
- 93% of Candidates speak fluent English and Dutch. The rest (7%) speaks fluent English, but not fluent Dutch. This was based on a statistical sample from 100 Candidates

HIGHLIGHTS

Netherlands: 530

Shell biggest employer: 18

6+ yrs of experience
94% Candidates



Data Analyst Comments – Talent Mapping

In Talent Mapping we added filter – Amsterdam area. This resulted in 31 Potential Candidates (PC). All PC in this filter are matching 'must have' requirements and also a 'nice to have' requirement – Amsterdam area. Results:

- Amsterdam leads with more than 23% of PC. Utrecht took 2nd place with around 19% PC and The Hague was 3rd with little more over 13% of PC
- Shell leads, followed by Capgemini and Boskalis. Other interesting companies include – University of Amsterdam, Fluor Corporation, Maersk Line, D.E MASTER BLENDERS 1753, Atos, Philips and Erasmus MC
- Exactly 11% of PC work in Information Technology and Services industry, which is the biggest. Next is Management Consulting and Oil & Energy with around 5% of PC both. Other interesting industries are Telecommunications, Civil Engineering, Consumer Electronics and Banking
- There is a small drop in PC with 6+ years of experience. Now there are little more over 91% of PC in this group, which is down 3% compared to Market Mapping data
- 84% of PC speaks fluent English and Dutch.

HIGHLIGHTS

Netherlands: 68

Amsterdam
Area 31

Shell biggest
employer: 5

6+ yrs of experien
91,1% Candidates



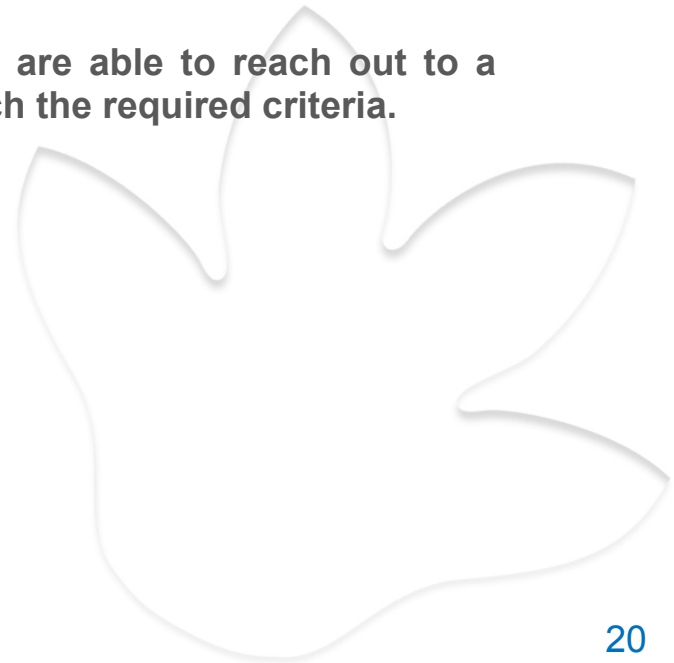
Data Analyst Comments – Conclusion

There may be some pros and cons regarding the search and approach process for this profile:

- + Amsterdam area is the most promising location of 16 Potential Candidates
- + Utrecht and Almere are close locations to Amsterdam and therefore hold candidates that are located within a 55km radius, increasing the number of potential candidates in the Amsterdam area to 31.

Based on our analysis we are convinced, that we are able to reach out to a sufficient number of Potential Candidates who match the required criteria.

Jan T.
Data & Talent Research Analyst





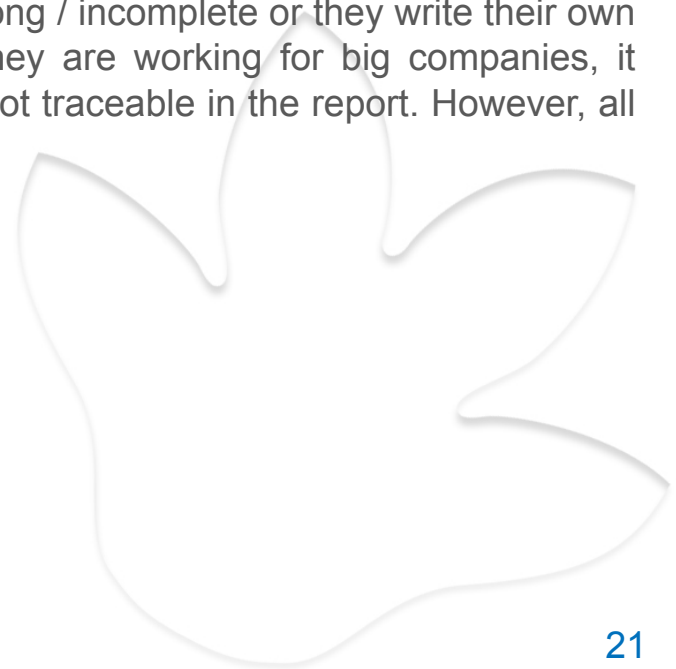
Appendix – Explanation

No search can have 100% success result. This is because of the infinite variety of online profiles and because every person sees and writes things differently. Usually around 80-90% of found candidates match.

As there are some people who didn't have industry shown or filled in their profiles, there is a lot of Candidates matching in the "Other" box.

Even though we have a lot more Candidates, there certainly is a visual gap when looking at the current company graph. This happens because internet profiles are not always accurate.

For example Candidates write the company's name wrong / incomplete or they write their own company as the main current one and even when they are working for big companies, it doesn't get picked up in the search. These cases are not traceable in the report. However, all Candidates are reachable.





The Sherlock Research Method

Sherlock Reports conform to International codes and models. The application of sound, science-based, statistical methods plays an essential role in achieving the required quality of statistical output.

The results are based on the initial briefing with our client, and executed by employees of Sherlock Holding. We start by defining all necessary criteria for the research. Based on these basic 'must have' and 'nice-to-have' criteria like location, education, skills and experience, we define our market mapping criteria.

The data mining process starts identifying as many Potential Candidates as possible, all meeting the specified requirements. We define a starting target group, which consists of Potential Candidates living in the specified region and working in the industry of your choice.

Of course we bring you more data than you ask for, in the case you alter requirements. We will advise clients in adding or changing relevant options, in order to provide you with the best value. In this case, the market mapping becomes more flexible and will be tailored to your needs.

After defining the starting target group, we add more requirements. The final result will be the optimal selection of the group of selected Potential Candidates. This target group will face more specific 'must have' criteria, which ultimately leads us to relevant data like current company, past company, position and years of experience. All these relevant data will contribute to the outcome of the survey.

After obtaining all relevant information from the research, we start to compile and combine the research results into custom made graphs, designs and charts. We will present these data in a user-friendly way, without irrelevant technical specifications. In this survey we have been using realtime statistics. These statistics show actual realtime data. This implies that our data are current and have an accuracy up to 90%.