



## DIRECT SOURCING CAN MEAN MANY THINGS. HERE'S WHAT DIRECT SOURCING MEANS TO OPPTLY.

Because direct sourcing is still a young development within the talent acquisition industry, there's not a single clear and accepted definition. But we at Opptly are very clear about how we define direct sourcing, and it extends far beyond brand advocacy sourcing. Instead, we view direct sourcing as a digital marketplace to directly connect workers with work—without friction, without intermediaries. Similar to Uber's marketplace connecting the right passengers with the right drivers, and Airbnb's marketplace connecting the right guests with the right hosts, Opptly's direct sourcing marketplace makes the direct connection between the right workers and the right work.

Here's why we confidently believe Opptly's approach to direct sourcing is the gold standard: we have mirrored the expected experience in today's modern consumer marketplaces and extended that user experience to the candidate experience in finding work.



### Building the Solution by Starting with the Problem

So with this deep pedigree in the staffing and recruiting worlds, plus a leadership team with experience in both high tech and MSP/VMS industries, Opptly hit the ground running with an understanding of the range of challenges we were trying to solve. This approach falls in line with the way some of those disrupters mentioned above—Uber and Airbnb—built better business models within their industry by addressing head-on the least satisfying parts of their consumers' experience.

Anyone who has ever stood in the rain with their hand in the air, practically begging a taxi to pick them up knows what a breath of fresh air Uber was when it came on the scene. Built around an intuitively designed app, the business model connected passengers with drivers simply and competently without actually owning a single vehicle.

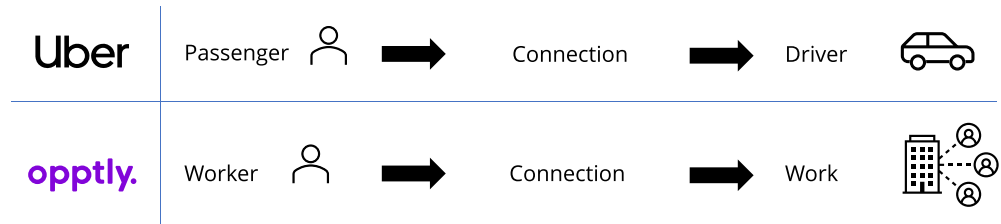
Likewise, the Opptly team knew where the pitfalls and frustrations within the talent acquisition market were, and that's where we started: **building a digital marketplace that directly connected workers with work; a smart, user-friendly experience; and best-in-industry, proprietary AI matching technology.** And we didn't stop there. We ensured a human element brought everything together through expert curation.



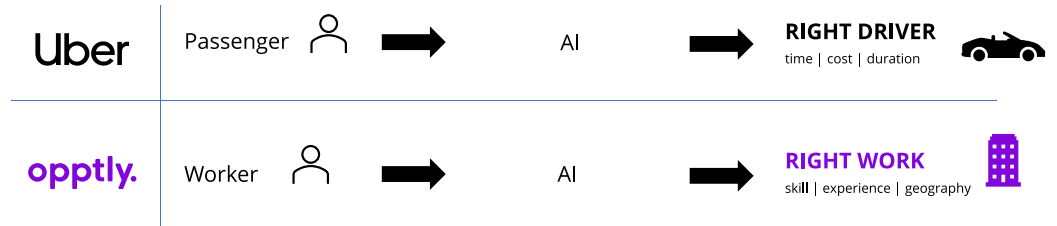


Our approach was literally designed to provide a more satisfying experience for workers while delivering our clients the competitive advantage of access to better qualified candidates.

## MARKETPLACE



## TECHNOLOGY



## Our Approach Is Better for Workers

Like trying to hail a cab in the rain, the experience of finding work, particularly for contingent labor, can be a cumbersome experience. Signing up on job boards may deliver the occasional well-targeted opportunity, but often these sites' reliance on simple key words generates less than ideal matches. And once a worker applies for a position they're interested in, they're set adrift without communication about the process and are often left wondering whether their application was even received, let alone reviewed.

Opptly's direct sourcing technology was built to serve workers better with an experience that aligns with the kinds of apps modern workers already use, like Uber. Our aim is to respect workers' time and talents by using proprietary AI to connect them directly with quality, well targeted opportunities, and keep them informed throughout the process. And in some cases, if one opportunity doesn't work out, the candidate remains in our talent community and receives notifications the next time a good match is identified.





### And It's Better for Talent Seekers, Too

Before direct sourcing, if a company wanted to hire contingent workers, they went through a staffing agency. The staffing agency leveraged its own brand—not that of the company needing labor—to attract workers who would fill out an application to be a “temp” with the agency. Though the workers would have the chance to take or pass on a particular job, there was very little transparency and they had very little control. The same was true for the hiring companies.

Direct sourcing, by contrast, took that idea of transparency head-on by leveraging the hiring company's brand and directly connecting the workers with the brand they would be working for. For the large Fortune 1000 companies Opptly works with, this approach can make all the difference and adds a layer of appeal beyond hourly pay rate. In building out branded talent communities, hiring companies can attract top talent who are excited about working for their brand. This private marketplace is the approach taken by Opptly and Opptly's direct sourcing competitors. But it can be a double-edged sword. On the one hand, these branded talent communities are set up to be private, which means the candidates are not exposed to other opportunities that could compete for their labor. On the other hand, a private talent community of 500 candidates that only hires 50 of them leaves an awful lot of good candidates without other immediate

opportunities, particularly those that could help them build experience that could make them ideal candidates down the road.

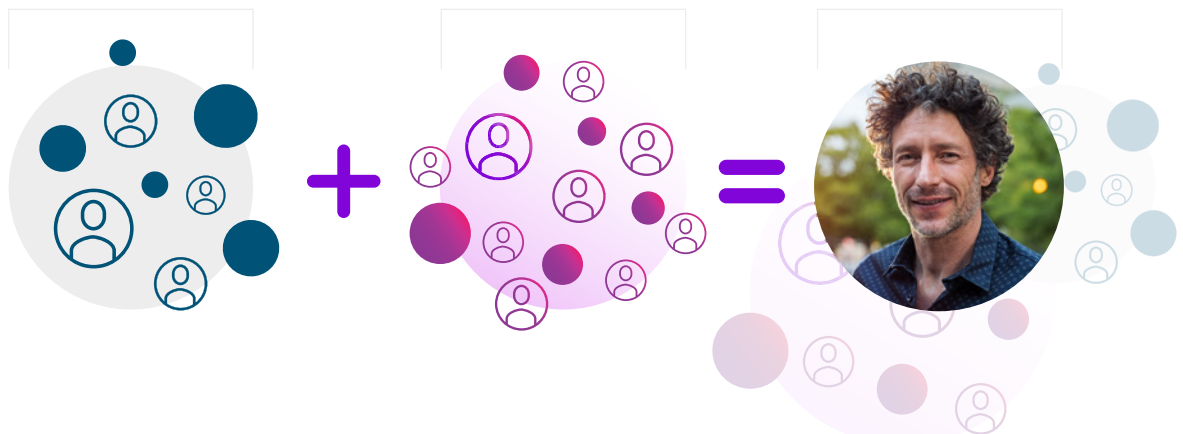
Here's where Opptly takes direct sourcing to a higher execution level than our competitors. In addition to private talent communities, we maintain massive, proprietary, open talent communities by which we engage candidates and send them qualified, targeted opportunities identified by our sophisticated, proprietary AI matching technology. Given that the candidates in Opptly's open talent communities did not originate from an Opptly customer, these candidates are not limited in the opportunities they see and pursue. Opptly clients benefit by having much broader access to targeted talent, not just the ones that proactively apply for a particular position within their company and/or the dormant candidates residing in client applicant tracking systems. And even within our open talent communities, the hiring company's branding is still an important part of the process.

Can Opptly clients choose between private talent communities and Opptly's open talent communities? They absolutely can, but they don't have to. In fact, combining the two as part of your talent acquisition strategy offers the best of both worlds, delivering the most comprehensive results.

Private Branded Talent Pool

Opptly's Proprietary Open Talent Community

Leading Competitive Edge to Find the Right Candidate





### Let Us Be Direct

Because direct sourcing is a relatively new industry, its representation in the marketplace is emerging. We urge talent seekers to do their homework and to ask any direct sourcing company what's encompassed in their definition before getting too far down the road. For the foreseeable future, it's a candidate's market: the candidate has the control and that means the hiring experience matters. Metaphorically, they don't want to hail a cab; they want to order a ride. Furthermore, hiring companies that have the most direct access to top talent will have the leading competitive edge: **talent!**

As the only direct sourcing company that offers total talent access through both private talent communities and open talent communities with millions of candidates, we invite you to talk to us about taking your talent strategy to the highest level.



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