



CASE STUDY

Dedicated Resource Partner Through Organisational Transformation

Table of Contents.

Introduction

Continued Support Post-Acquisition

Recruitment Projects Over the Years

Finding the Right Partner to Tackle Recruitment Challenges

Strategy

- Targeting Active & Passive Candidates

- A Dual-Branded Approach

- Communicating TransUnion's EVP

- Making a Great Candidate Experience

Results



Introduction.

Trustev was founded in Cork in 2012 as a global provider of fraud detection and digital verification technology for the eCommerce and Financial Services sectors. In 2015, Trustev was acquired by **TransUnion** for \$44 million with the intention of making the Cork site their European Development Hub.

Founded in the US in 1968, TransUnion is a leading consumer credit reporting agency. With a global customer base of over 65,000 businesses, TransUnion is a leader in the global consumer identity and access management market. This fast-growing market is projected to hit US\$16,500 million by 2026.

Trustev's acquisition by TransUnion is a key success story for Cork's FinTech start-up ecosystem. Berkley has supported the growth of both organisations over the years as they grow their presence in the market.

Continued Support Post-Acquisition.

In 2015, Trustev was acquired by the US-based consumer credit reporting agency, TransUnion. Speaking on the acquisition to Silicon Republic, Trustev founder Pat Phelan said:

"Together, TransUnion and Trustev create a very powerful combination of software intelligence and rich data to stop online fraud... With TransUnion's large global reach and Trustev's online technology, this is a very positive move for all of our customers."

Berkley supported TransUnion's resourcing needs throughout this transition period and our consultants continue to work with TransUnion today. Our team offered support throughout the company's transition from a successful local start-up through to becoming part of a large multinational.



Recruitment Projects Over the Years.

In 2017, TransUnion approached Berkley to **partner** on their recruitment campaigns. Over the subsequent years, Berkley placed candidates across a wide range of areas including:

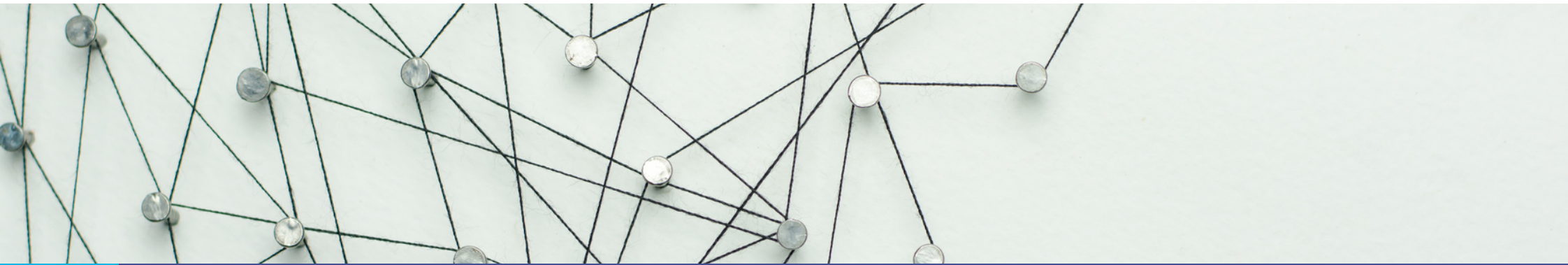
- Software Development
- Quality Assurance
- Infrastructure
- Data & Analytics
- DevOps
- Graduate Engineering Roles



Finding the Right Partner to Tackle Recruitment Challenges.

In order to fill these roles in an effective and timely manner, TransUnion required a search partner with the **insight** and ability to unearth and assess suitable candidates for these key positions.

Berkley was ideally placed to support this. A project team was mobilised, with consultants tapping into the **Talent Pools** Berkley had generated over the years; both skilled candidates who were either based locally or committed to making a move to the south-west region.





Strategy.

Berkley devised the following strategy after conducting an in-depth and methodical **market analysis** which mapped key organisations and identified key target candidates, referrers and sources of information.

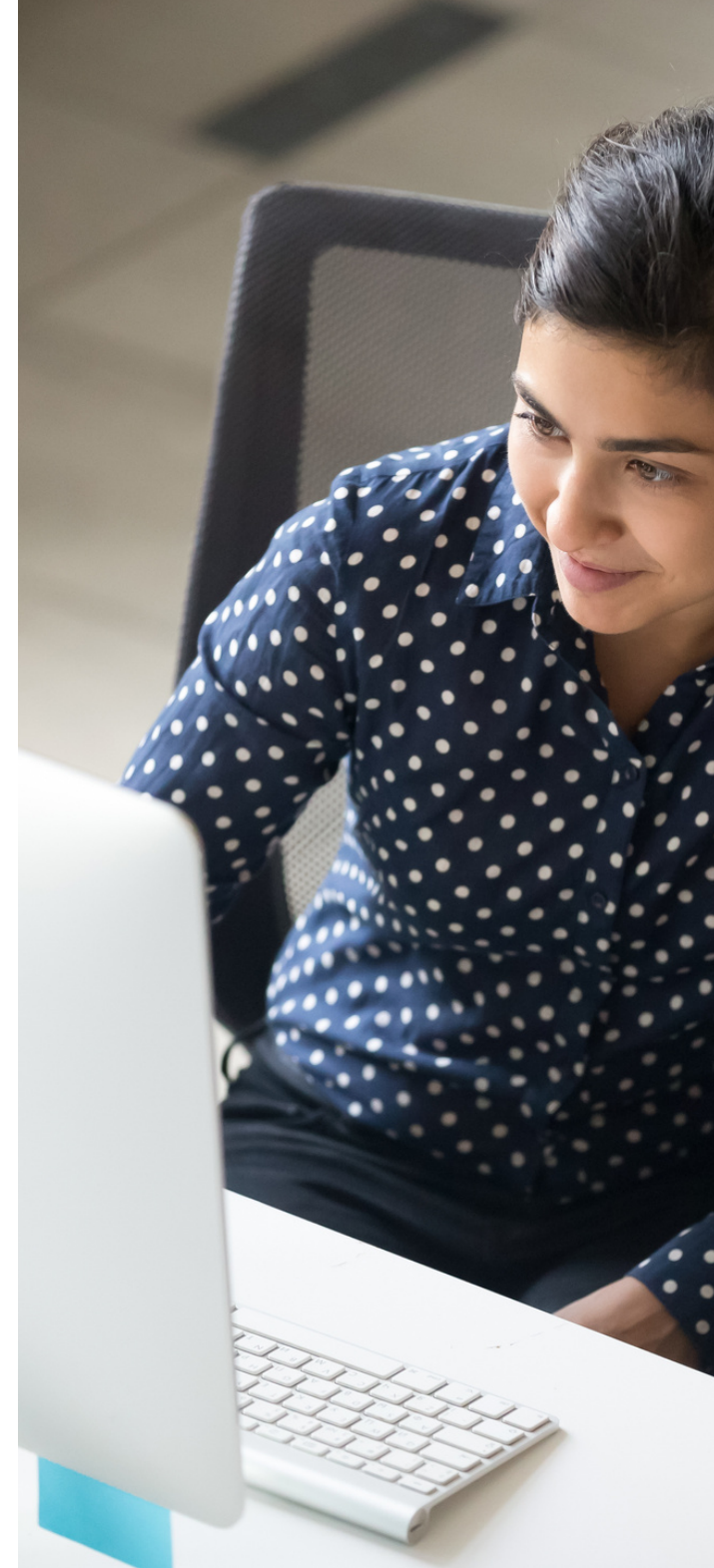
Targeting Active & Passive Candidates.

Berkley proposed a strategy that brought together 'under the radar' and 'on the radar' attraction tactics to capitalise on both passive and active candidates.

Based upon initial consultation with TransUnion, a sourcing strategy was designed to target talent working with Product Development Houses, Consultancies, and Development teams within Multinational organisations.

Key attraction and selection tactics included:

- **Targeted Headhunting:** Our team targeted candidates who were already working within similar companies. Specifically, our consultants focused on companies that shared a similar level of customer-focus and service-orientation to TransUnion.
- **Berkley Network Engagement:** Our consultants utilised our existing client network in the technology sector to uncover potential candidates who were performing equivalent roles for other companies.
- **A Referral Campaign:** We launched an incentivised referral programme for our existing network in technology.
- **Passive Candidate Engagement:** Our consultants leveraged market and competitor mapping to attract passive candidates.
- **Active Candidate Pool Engagement:** We promoted the roles to Berkley's active talent pool by employing numerous attraction techniques including database search, social media, job board advertising and blogging.



A Dual-Branded Approach.

When TransUnion first established operations in Ireland, they had little **brand recognition** among potential candidates.

As such, our team proposed a dual-branded approach to ensure that candidates across both TransUnion's and Berkley's extensive networks were reached, whilst raising TransUnion's employer brand further.

Berkley's reputation within the marketplace as technology specialists was central to engaging with passive candidates, many of whom were unaware of the TransUnion brand.

TransUnion^{tu} | Trustev

Software Developer

- 3+ years experience in Java or .NET Development
- Work with the latest Big Data Technology: Hadoop & MSOrleans
- Continuous Integration model deploying to Linux and Azure Cloud
- Unique Technology used to fight fraud

Cork | Permanent | Excellent Salary & Benefits

For Further details contact Liam

lhowlin@Berkley-group.com

In partnership with

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Group

Communicating TransUnion's EVP.

Berkley's proposed strategy aimed to ensure optimum engagement from targeted individuals through the effective communication of TransUnion's employer value proposition (EVP). This would help to strengthen TransUnion's brand and position the company as an employer of choice.

After a comprehensive research process, Berkley's marketing team designed and produced a **"Candidate Information Pack"** that would be sent to target candidates as part of the initial engagement. This documentation differentiated TransUnion's proposition from other similar roles available in the market, allowing them to stay one step ahead of the competition in a candidate-led market.

This collateral included:

- A foreword from a senior stakeholder
- An outline of TransUnion's core values
- Detailed information on the organisation's culture, vision & growth plans
- Full role profiles

In order to attract the right candidates, it was important to communicate TransUnion's unique work culture. Our approach highlighted the need for a collaborative, can-do attitude as well as open-mindedness and a desire to learn.



Making a Great Candidate Experience.

In today's competitive market conditions, it's critical that a positive candidate experience is delivered at every stage of the recruitment process.

As representatives of both parties, it was key for our consultants to take a **consultative** and **collaborative** approach based on transparency, trust and communication.

Results.

Our team of dedicated consultants worked hard to understand TransUnion's unique culture. Having conducted thorough research, they used numerous tactics to source local candidates who would be the right cultural and technical fit.

From 2017 onwards, Berkley successfully placed **26** candidates at TransUnion on three specific hiring surge projects. We sourced candidates for a variety of roles across diverse skill-sets.

Roles filled included:

- DevOps Engineers
- .NET Developers
- Test Engineers
- Software Engineers
- Data Scientists
- Product Owners
- QA Automation Engineers
- Software Development Manager

We delivered candidates who made an impact on the business from day one and who would go on to play an integral part of TransUnion's future business growth. The excellent quality of these candidates was evidenced by the career advancement that they later went on to achieve within the organisation.



For further information on this resource project, please contact:

Vanessa Pawleta

Manager, Business & Technology Division



vpawleta@berkley-group.com



berkley-group.com