5 QUESTIONS YOU MUST ANSWER

WHEN LOOKING TO ADOPT ENTERPRISE CROWDSOURCING

ONCE AGAIN, THINGS HAVE CHANGED. ACCORDING TO GARTNER, 32% OF ENTERPRISES ARE ACTIVELY INCREASING CONTINGENT LABOR DURING THE PANDEMIC.

People want resilience and flexibility in the workforce. It's good for organizations and it's good for talent. Topcoder helps enterprise customers such as Adobe, BT, Harvard Medical School, NASA, T-Mobile, Wellmark Blue Cross Blue Shield, and Zurich Insurance access virtual on-demand technology talent, so when disruption happens, they don't miss a beat.

Evolving your workforce strategy to include freelance, virtual talent is just smart. And, who you choose to dance with at this moment is going to make all the difference. There's a growing market for talent platforms, which is more evidence that this is what the market wants. You have a choice, and you should be working with partners that have a proven track record. As 2020 draws to a close, Topcoder will be entering our 20th year. That's nearly two decades of delivering technology outcomes for enterprise customers through our crowdsourcing platform. We've done it in a way that is secure, protects IP, and has allowed us to grow a substantial client list in the public and private sector.

When the following 5 critical crowd adoption questions come up, you will be armed with answers. Trust us, somebody at your organization is going to ask them. We've learned a lot in 20 years, and one thing we continually try to do is prepare our partners, like you, who are ready to use on-demand talent.

1. WILL CROWDSOURCING WORK FOR MY TEAM AND MY ORGANIZATION?

The answer is absolutely, yes. The most important thing to discover is: How do you envision using it? And for those pain points—is crowd a good solution? Virtual on-demand talent is not a panacea; there are certain things you won't want to use it for, and we'll be honest with you. Part of being a trusted partner is helping you focus on what the crowd is actually exceptional at, so that it can work, and work for you at scale.

If the question is, "Will crowd work for my industry?" Yes. We've been successful in myriad industries spanning well over a decade, including banking, bio-pharma, consumer goods, energy, media, public sector, telecommunications, and many others. Remember that the collective crowd is agnostic in terms of industry. The collective knowledge is not sector specific, and the individuals in the crowd are like hyper-specialists that can be brought on to your work the same way you'd stream a show. Enterprise crowdsourcing works, and the proof is well documented—see Forrester's Total Economic Impact Report on Topcoder and IDC's Report: Leveraging a Crowdsourcing Model to Mitigate the Engineering Talent Challenge.

More specifically to the question of, "Will it work for US?", we would say, "Let's understand your pain points."

WE HEAR THESE 3 PAIN POINTS MOST OFTEN:

1. I need more of these people, e.g. I need 20 more Java developers.
2. I don't have people who know "this stuff"—data science, IoT technologies, you're being asked to do more of this type of work.
3. I feel we're too slow—between vendor relations, hiring practices, and traditional contracting, you feel bogged down and frustrated.

Are any of those true for you? Are all of them? If even one is true, then crowdsourcing is likely a good idea. As a reminder, Topcoder can do the entire Software Development Life-cycle (SDLC). However, most often, we work on elements of your project with your team. We pair technology services with our crowdsourcing platform so that you and your team have a consistent and familiar way to start work with us. And you get the benefit that with crowdsourcing execution, you will deliver a lot faster.

2. DO I HAVE TO CHANGE TO ENGAGE WITH CROWDSOURCING?

The short answer is no. You do not have to learn something new to get the benefits of the crowd. Instead, you can use Topcoder and weave it into the way you already do work. We'll flex to you in two ways:

1. **You can keep working how you're already working** - We'll learn your standards and work within that framework. For instance, many of our customers use continuous integration and continuous delivery (CI/CD) practices to deliver code changes more frequently and reliably. We'll adapt to your delivery methodology and cadence so you can stay in the delivery rhythm you're used to.

2. **You can keep working where you're already working** - Topcoder features an open API so your organization can bring the dev tools you're already using OR work directly on the Topcoder Platform, seamlessly. You can do work from GitLab, GitHub, Azure DevOps, and comms through tools such as Slack, to name a few.

We've also developed a mechanism that governs how we work and ensures predictable crowdsourcing delivery: **The Topcoder Way**. As a result, you get consistency every single time we do work together. You know the steps and you know what to expect.

"WHEN THE CROWD IS WOVEN IN, AND IT'S GIVEN TO THE TEAMS AS SOMETHING THEY COULD USE TO AMPLIFY AND INCREASE PACE, INCREASE SPEED, AND INCREASE EXPERIMENTATION—THAT'S REALLY POWERFUL."

Paul Hlivko
CTO & CXO, Wellmark Blue Cross Blue Shield

3. HOW DO I MEASURE THE VALUE OF CROWDSOURCING VS. THE TRADITIONAL MODEL?

There are 3 key ways we help our customers measure ROI:

1. TIME TO BEGIN
"How long does it take you to start work?"
The majority of enterprise projects on Topcoder go from contract signed to real work starting on the platform in under 5 days. Some work begins in under 24 hours.

2. TIME TO MARKET
"How much total time does it take?"
Speed separates winners from losers. According to the aforementioned Forrester report, enterprise crowdsourcing through Topcoder increases execution velocity 3x over traditional means.

3. INNOVATION
"Can you use the crowd to bring new experiences and solutions to your customers?"
Enterprises use Topcoder to do advanced R&D projects, including rapid proof-of-concepts in edge technologies, data science research, and art-of-the-possible technology exploration.

By greatly reducing timelines and consistently delivering quality outcomes, customers can easily achieve ROI that validates the use of crowdsourcing.

Some more granular KPIs that we share with our customers that help them showcase value internally include:

- Number of projects delivered per quarter
- Talent community engagement e.g. how many community members from which geolocations with what skills comprise your on demand workforce
- Fulfillment rate
- % Spend per department
- Organizational uptake e.g. how many new business units or divisions started using Topcoder

Whomever you choose to work with for enterprise crowdsourcing adoption, be confident in your ability to get metrics that matter from your partner.

4. HOW DOES AN ORGANIZATION DRIVE CROWDSOURCING ADOPTION?

We've been doing this for 20 years and see common threads in the most successful enterprise crowdsourcing programs. **You need these 3 things to drive adoption at your organization:**

1. **A champion** - You need a person, preferably at the executive level, who is saying "we are going to do this" and putting skin in the game.

2. **Bottom up demand** - You need the people in charge of delivering projects—the project owners, product managers, and lead developers—to be experimenting with and wanting to use crowd.

3. **A meaningful portfolio of projects** - We strongly recommend you start with a portfolio of work because it will involve more teammates and help you showcase the legitimate internal demand. Even if you have tremendous success on a singular project, it can be hard to build the momentum you're going to want to get further buy-in, leading to enterprise adoption. Think "portfolio", select a number of meaningful projects to begin, and accelerate adoption much more effectively.

When company vision (#1) meets a workforce that's willing (#2) fueled by a continuous stream of work (#3), you have the right environment for success. Organizational culture matters. Focus on these things and your chances of true enterprise adoption will go up dramatically. At Topcoder, we call this Workforce Transformation, and we focus on helping our enterprise customers with this journey.

"MY DEVELOPMENT LEADER WAS KIND OF HESITANT AND HAD A LOT OF QUESTIONS... BUT AFTER THE FIRST PROJECT, HE WAS DONE, HE WAS CONVINCED. AND MY PRODUCT OWNERS, THEY WANT TO MOVE EVERYTHING TO TOPCODER."

Michael Vollmer
GM, Wipro Interactive

5. WHAT'S IN IT FOR ME?

THERE IS A LOT TO GAIN, NOT THE LEAST OF WHICH IS BEING SEEN AS A VISIONARY IN YOUR ORGANIZA- TION AND PRAISED AS A LEADER IN YOUR INDUSTRY.

You and your team are going to outproduce other teams inside your organization. You will get more done in the same 24 hours a day that everyone has, and you will be recognized for that. If productivity and getting more done is important to you, that's a benefit.

Leaders at organizations who embrace Topcoder get promoted, their budgets grow and their teams grow. Fortune favors the bold. We have seen it time and time again. With success you gain favor, more opportunity, and will emerge as an innovator in your enterprise. You can be more powerful when you have access to the right talent. This provides you and your organization enterprise resiliency. You will be the key master to helping your organization get to a much more resilient place.

With Topcoder, you get a partner that will help evangelize and promote your success. We will actively create opportunities for positive press and publicity showcasing your leadership and boldness. Do you want to be associated with workforce strategy leadership that impacts your organization? Then this is a smart move.

THESE ARE THE 5 QUESTIONS WE ANTICIPATE YOU'RE GOING TO GET ASKED, AND YOU PROBABLY HAVE A FEW QUESTIONS OF YOUR OWN.

To schedule time with a crowdsourcing expert on our team, contact us.

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IF YOU'RE READY, WE'RE READY!

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