

Allegis Group, the global leader in talent solutions, is repositioning its recruitment brand strategy in the APAC market to bring greater specialisation to its recruitment services for contract and permanent roles.

Specialised Brands for Distinct Customer Needs

Collectively, Allegis Group represents a network of specialised companies with services that address nearly every workforce challenge. Whether a client needs an executive placement or managed delivery service, Allegis Group has a solution.

Over the past decade, Allegis Group has extended its global footprint with a growing presence in Asia Pacific. In 2008, Allegis Group entered the China market as Allegis-BN, a joint venture with BN Management Consultants and in 2011, acquired Aston Carter and extended its Asia Pacific presence in Hong Kong and Singapore. In 2014, it acquired Talent2, establishing a truly global footprint for its recruitment services, pairing Allegis Group's operational leadership with Talent2's geographical reach and understanding of the APAC market. This year the company also acquired Benchmark in China to further strengthen its existing business.

Upon conducting in-depth research with its clients and candidates, Allegis Group is now making the strategic decision to decommission the Allegis-BN, Talent2 and Benchmark brands to realign its recruitment services under three global brands, specialised in distinct skill categories:

- **Aston Carter:** focused on business professionals within Accounting & Finance; Audit, Risk & Compliance; Banking & Financial Services; Human Resources; Operations; Sales, Marketing, Communication & Digital; and Strategy, Change & Transformation.
- **TEKsystems:** focused on IT professionals within Applications; End-User Support; Leadership; Network Infrastructure; and PMO & Project Management.
- **Aerotek:** focused on industrial and technical professionals within Clinical & Scientific; Engineering; Property & Construction; and Supply Chain & Logistics.

“Our growth is propelled by bringing greater levels of service and expertise to our clients and candidates,” says Richard Waag, Allegis Group APAC President. “A recruitment brand strategy with specialised focus on distinct skill categories enables us to deepen our partnerships and the value we provide the market. With recently refreshed brand positioning for Aston Carter, TEKsystems, and Aerotek, now is the right time to take the solid platform Talent2, Allegis-BN and Benchmark provided to the next level.”

The Value of Specialisation

Allegis Group believes its focused approach benefits clients and candidates alike. The company's proprietary survey studies and focus groups reveal both customer populations prefer to align with a recruitment partner with expertise and focus in specific skill sets. Our research shows that client satisfaction is positively impacted by 98 percentage points when a recruitment firm has the specialised expertise to understand and place the skills they require. For candidates, satisfaction is positively impacted by 93 percentage points.

For clients, specialisation enables a recruitment partner to establish a deeper understanding of a hiring manager's specific business priorities, and to better source and screen highly skilled professionals that match requirements. For candidates, a focused partner can better understand distinct skill and expertise, and more effectively present relevant positions that facilitate career advancement.

"Over the last year, we have aligned our internal teams to drive and support a specialised recruitment brand strategy to deliver on our local and global customers' needs. Our teams have undergone months of training and been provided with the right resources to really bring a consultative and specialised level of service to clients and candidates. We're primed and excited to launch our three global brands to the APAC recruitment market; and we're confident our customers will appreciate the deeper focus we provide," says Waag.

About Allegis Group

Allegis Group is the global leader in talent solutions focused on working harder and caring more than any other provider. We'll go further to understand the needs of our people – our clients, our candidates, and our employees – and to consistently deliver on our promise of an unsurpassed quality experience. That's the Allegis Group difference, and it's consistent across every Allegis Group company. With more than US\$11billion in annual revenues and over 500 locations across the globe, our network provides businesses with a comprehensive suite of talent solutions — without sacrificing the niche expertise required to ensure a successful partnership. Our specialised group of companies includes: Aerotek, TEKsystems, Allegis Global Solutions, Aston Carter, Major, Lindsey & Africa, Allegis Partners, MarketSource, and EASI. Visit www.AllegisGroup.com to learn more.