Maverick Market Report

First Half 2025 | How Technical Staffing Will Pave the Way for Growth

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EXECUTIVE SUMMARY

Maverick Technology Partners was founded on an understanding that connecting technology experts to companies makes life easier for organizations that are upgrading and strengthening their teams. As 2025 unfurls, we are forecasting that the ability to focus on scaling and growing business will come down to:

Technological Advancements

Workforce Transformation

Sustainability

The 2024 technical talent shortage will continue to be an ongoing challenge in 2025, along with an ever-increasing demand for digital skills.

This insightful report explores key growth priorities for organizations, supported by market data, and highlights how technical staffing firms and engineering-managed services for ongoing needs and project-focused work can address these trends.

ACCELERATING DIGITAL TRANSFORMATION: THE NEED FOR SPEED

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Look for businesses to implement a host of speed strategies to expedite digital transformation. These approaches aim to empower organizations to promptly respond to market fluctuations, adopt new technologies, and drive innovation. Some of the key speed strategies will include:

Collaboration and Partnerships
Engaging in collaborative endeavors with technology vendors, startups, industry experts, or other external partners can expedite the digital transformation of a business.
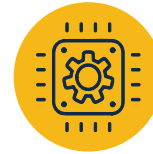
Automation and AI
Employing automation and AI streamlines business processes, optimizes efficiency, and elevates CX. Automation eliminates manual tasks, minimizes errors, and allows organizations to redirect their efforts toward high-value activities.

Cloud Adoption
Since cloud computing facilitates on-demand access to scalable computing resources and faster development, testing, and deployment of digital solutions, cloud adoption is another key approach that can speed up digital transformation.

Data-Driven Decision-Making
Harnessing the power of data and analytics can encourage informed decision-making through valuable insights. Data analysis helps with trend identification, data-backed decisions, and quick adaption of strategies in response to evolving market dynamics.

INCREASING NEED FOR CYBERSECURITY AND NETWORK MANAGED SERVICES

As more and more legacy security infrastructures and processes fail at keeping up with defending firms against new generations of threats and cyber-attacks, businesses are more concerned than ever about operations being halted and the reputational damage that occurs from breaches.

The demand for augmenting internal skills and capabilities with deeper and broader expertise and experience will only continue to increase in 2025. Leveraging a partner for around-the-clock monitoring and similar activities is necessarily resource intensive.

One of the most important and sought after components of Cybersecurity and Network Managed Services will be the desire for immediate feedback and responsiveness, so agility and customer familiarity will be in high demand – especially with the growing sophistication of cyber threats.

Businesses want proactive protection and expert management of their networks and security postures through dedicated services like never before.

ADDRESSING TALENT SHORTAGES AND SKILLS GAPS: THE LACK OF EXPERTISE

The rapid pace of technological change – combined with retirement – is impacting talent shortages:

A larger proportion of the workforce will reach retirement age in 2025 than in any previous year on record – draining organizations of their most experienced employees at an accelerated rate.

At the same time, technology has upended the relationship between expert and novice employees across industries. AI has absorbed many of the functions previously provided by interns and support teams, leaving junior employees without the opportunities they need to learn and build expertise.

Organizational leaders left wondering how they will develop future experts when the tasks used to develop novice employees are now being performed by AI.

Add a lack of hands-on training for both senior and junior employees, and there is a crisis in supporting core job skills.

LEANING INTO ONSHORE, NEARSHORE, AND OFFSHORE SOLUTIONS

One of the most critical needs for any company looking to accelerate productivity is the ability to place the right person in the right position at the right time. Relying more on teams comprised of on, near and offshore talented consultants from top Technology Staffing Firms can seamlessly bolster the collective intelligence of in-house experts.

Whether you choose onshore, nearshore, or offshore, the goal is getting access to the proper talent so you can get back the time you need to focus on your business.

How Technology Staffing Firms Are Essential to Benefiting the Marketplace

Top Technology Talent Staffing firms are well-positioned to address organizational priorities and capitalize on the flexible employment movement. Here's how:

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HOW TECHNOLOGY STAFFING FIRMS ARE ESSENTIAL TO BENEFITING THE MARKETPLACE

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Bridging the Talent Gap

- *Access to Specialized Talent:* Technology staffing and managed services firms have extensive networks of skilled professionals, including passive candidates, to meet the demand for specialized roles in AI, cloud computing, and cybersecurity.

- *Faster Hiring:* The average time-to-fill for tech roles is 52 days, according to HeroHunt. ai. Staffing firms can significantly reduce this timeline through pre-screened talent pools.

Reducing Hiring Costs

- *Cost-Effective Recruitment:* By outsourcing recruitment onshore, nearshore and offshore, companies can save on costs associated with sourcing, screening, and onboarding.

Addressing Managed Services Cybersecurity Talent Needs

- *Critical Skills Access:* With cyberattacks on the rise, 77% of organizations are increasing cybersecurity budgets (IBM). Partners that provide highly specialized technology talent to meet these demands have become indispensable.

Supporting Workforce Flexibility

- *Scalable Solutions:* Technology Staffing and Managed Services partners offer contract, project-based options, enabling companies to scale their workforce as needed.

MAVERICK'S CONCLUSION:
THE NEED FOR THE RIGHT PEOPLE AND SKILLS TO DELIVER SUCCESS IN 2025

In 2025, organizations are focusing on digital transformation, cybersecurity/network managed services, and access to specialized talent to drive the kind of growth that meets (and exceeds) their goals.

Connecting technology experts with companies will continue to evolve as firms seek to upgrade and strengthen their teams so leaders can focus more on scaling and growing their businesses.

Technology Staffing and Managed Services firms will continue to play an ever-increasing and critical role in addressing these priorities by providing access to specialized, in-demand (and vetted) talent – offering necessary and scalable workforce solutions.

As in past years, success will depend upon the depth of expertise in technology. It remains the unique differentiator in matching human capital to the needs of specific technology projects in 2025 and beyond.

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**Q1 2025
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