

Deutsche Telekom seizes opportunity to apply AI to project staffing with Eightfold Resource Management



Industry: Telecommunications
Website: www.telekom.com
Headquarters: Bonn, Germany

Employees: 199,000+
Eightfold Products: Resource Management, Talent Management, Talent Acquisition



“We knew that in order to create this end-to-end value, we needed to bring in the resource management use case.”

— Ilja Bitterling, VP Skills Intelligence & Performance Management

An Eightfold customer since 2021, Deutsche Telekom saw an opportunity to apply the platform's skills-based matching AI to project staffing. Now the leading digital telco is one of the first to implement Eightfold Resource Management, a product the company's vision helped shape. The solution overcomes the limitations of various legacy staffing tools to help Deutsche Telekom optimize resource use, facilitate international collaborations, enhance recruiting efforts, accelerate project staffing, and provide additional growth opportunities for employees.



The challenge

Deutsche Telekom provides a wide range of communications services and technology solutions to 300 million consumer and business customers worldwide. The leading digital telco is active in more than 50 countries and operates through dozens of subsidiaries and affiliated companies.

Deutsche Telekom's business operations often involve project-related work. For example, organizations assemble agile project teams to deliver internal IT solutions, launch new products, and organize network services. The company also has several consulting businesses that assign employees to client projects or engagements.

Deutsche Telekom has multiple standalone solutions for project staffing, with every organization driving its own processes and tools. Resourcing projects with these distinct legacy systems has two primary drawbacks.

First, resources aren't optimized across borders or business units because project managers can only tap into their local employee base. As a result, people with the best fitting skills are often overlooked. This also impacts recruiting efforts, as external candidates may be hired even when qualified internal candidates are available. "That means that we're not leveraging the global potential of our talent," Ilja Bitterling, VP Skills Intelligence & Performance Management said.

Second, finding the right employees for a project, based on a variety of variables like skills and availability, requires too many manual steps. The resulting inefficiencies slow down the staffing process, make it harder to fill roles quickly with external talent, and limit the scalability of these legacy solutions over the long term.

The solution

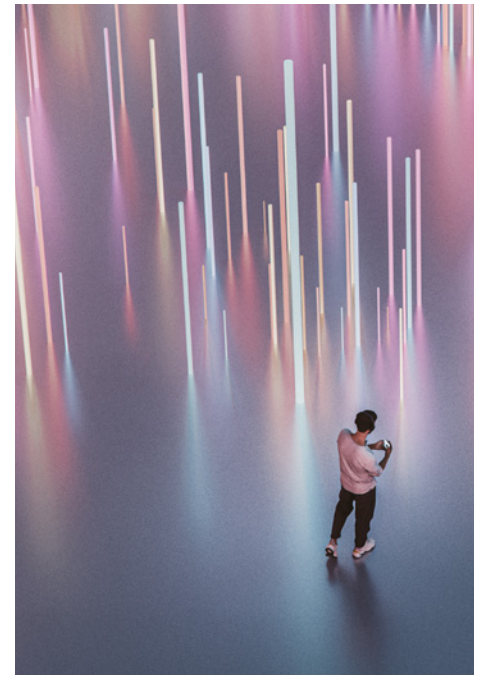
An Eightfold customer since 2021, Deutsche Telekom has used the Talent Intelligence Platform to become an increasingly skills-based organization.

The company powers its internal opportunity marketplace with Eightfold Talent Management. The award-winning growth hub connects employees with job openings and learning experiences that fit their skills and career goals. The company also uses Eightfold Talent Acquisition to streamline the recruiting of skilled talent.

Recognizing the similarities between recruiting and project staffing, Deutsche Telekom saw a fix for project-based work in the deep-learning AI of Eightfold. "The intelligence to find matching candidates was already so well developed," Bitterling said. "Why not apply this to the use case of resource management where we also have to find people based on their skills and experience?"

Deutsche Telekom shared its vision and functional requirements with Eightfold, becoming one of several customers to help shape the development of Eightfold Resource Management. The product adds skills-based project staffing to the integrated Eightfold platform, further leveraging the power of talent intelligence.

Now the leading digital telco is among the first to implement Resource Management. "It is an example of how willing Eightfold is to develop their product capability in order to drive customer value," Bitterling said.



The results

Resource Management allows Deutsche Telekom to overcome the limitations of its legacy staffing solutions. The single, shared platform gives project managers visibility into resources across the company and quickly matches people with projects based on their skills, availability, and other variables.

The platform is expected to deliver these business benefits:



Optimized resourcing and productivity: By enabling more cohesive and group-wide project staffing, Deutsche Telekom can deploy its skilled workforce more effectively and profitably. Organizations can quickly assemble project teams with the best people to achieve a specific business or client objective. Project leaders can draw on the strengths of a larger talent pool and employees who were underutilized or “on the bench” can contribute their skills when and where they’re most needed—and financially beneficial. This also helps streamline recruiting by ensuring that internal candidates with the right skills are prioritized while also allowing external talent to be efficiently brought in when needed.



Improved cross-business collaboration: Deutsche Telekom’s legacy staffing solutions were best suited to projects with local talent focused on local needs. With Resource Management, the company can easily bring together employees from different countries and business units to address broader corporate concerns. These international project teams can work collaboratively to drive quality and efficiency improvements, leveraging the best technologies and practices across multiple markets.



Faster project staffing: AI-powered resource management enables Deutsche Telekom to staff project teams more quickly and efficiently. Rather than conducting manual searches, resource managers can see instantly which employees are available and have the skills and experience a project needs. Projects get off the ground faster and resource managers can rapidly adjust staffing strategies if business or client priorities change.



More growth opportunities for employees: Adding projects to the growth hub gives employees another avenue to advance their careers. Employees can apply for best-fit projects to strengthen their skills and gain new experiences. As an added benefit, project work is a more frequent and flexible growth opportunity than taking on a new full-time role. “We really see the opportunity to position projects as an element of one’s career development,” Bitterling said.

The future

Deutsche Telekom will put its vision into practice by piloting Resource Management in a technology delivery organization that supports the entire company. The organization will use Resource Management to staff international teams tasked with delivery of cloud and network technology solutions. Around 1,000 employees, mostly system engineers, devops engineers and product managers, will participate in the pilot.

Deutsche Telekom’s implementation roadmap includes additional use cases that involve staffing agile project teams. Longer term, the company plans to use Resource Management to staff client projects in its consulting businesses. Ultimately, Bitterling estimates that a significant number of Deutsche Telekom’s 200,000 employees will access or staff projects with Resource Management.

Resource Management is the next phase in Deutsche Telekom’s skills journey. Leveraging the Eightfold Talent Intelligence Platform, the company has connected skills with recruiting, internal mobility, learning experiences, and now more effective and inclusive project staffing.

“Eightfold is very ambitious about adopting all the use cases surrounding skills,” Bitterling said. “To my knowledge, there’s no other platform on the market that tries to deliver such a holistic solution.”

About Eightfold AI

Eightfold AI’s market-leading Talent Intelligence Platform™ helps organizations retain top performers, upskill and reskill their workforce, and recruit talent efficiently. Eightfold’s patented deep learning artificial intelligence platform is available in more than 155 countries and 24 languages, enabling cutting-edge enterprises to transform their talent into a competitive advantage.

For more information, visit www.eightfold.ai.