CAPITA

IT Resourcing

Tech talk

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Event

Big Data & Data Analytics
25th April London

Capita IT Resourcing is a leading UK IT and digital recruitment provider, well placed to deliver expert resource and market advice when and where you need it. We have years of experience in the recruitment of contract and permanent IT talent; and our objective is to be a long term trusted partner for each and every one of our clients and candidates.

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Welcome to the third edition of Tech talk. Capita IT Resourcing's quarterly newsletter which keeps you up to date on IT trends, market intelligence and a summary of the last quarter. This issue will see us discuss the future of fascinating wearable tech devices, gamification in the workplace (and how its supporting key decision making) and our Big Data & Data Analytics event.

What drives technological change?

At Capita IT Resourcing, we see three key drivers in the rapidly changing tech market: consumer demand, regulatory change and automation. These combine to create demand, and we will be ready with enough suitably skilled candidates, even if certain sectors are evolving so fast that we do not yet know the exact nature of all the new roles!

During the last six months, we've seen a very buoyant technology talent market. We're seeing growth in key sectors such as Digital Transformation, Cyber Security and Data & Analytics. As organisations consolidate data and move into the Cloud, this creates massive opportunities for Analytics Specialists, Data Scientists and others. In the digital technologies arena, UX and UI roles are experiencing strong growth, especially on the contract side. This is of course linked to consumer demand as end users require more functionality from mobile apps. All of these new technologies need to be secure, driving the demand for Cyber Security specialists.

Salaries on the rise

Skills shortages in niche sectors have driven salaries upwards, and developers with in-demand skills are highly prized. There is, however, the opposite side of the spectrum where skills linked to previous growth areas (for example, Java) now no longer command the premiums they once did. They are the new norm.

The future

Regulatory change also pushes forward our industry, and we are poised to feel the impact of two important new sets of regulations. Firstly, the EU's General Data Protection Regulation (GDPR) will come into force during 2018. GDPR will not only affect data protection but also organisations as they will need to re-assess the data they collect, how they collect it and how they use and combine it. We'll see the impact of GDPR on talent markets as there is likely to be increased demand for analysts to assess both the consequences of GDPR and how businesses can best ensure data storage remains compliant.

Secondly, here in the UK we'll see a new HMRC ruling come into play on 6 April, and it could have a potentially disruptive effect on the contract market. We're interested to see how this will impact contractors in the public sector. Will contractors faced with potential higher tax bills opt to leave, thus sparking public sector skills shortages? Or will they seek higher remuneration in order to soften any tax blow?

In the long term, we're seeing the emergence of automation, not just in testing but in robotics, machine learning and complex cognitive technology such as IBM's Watson. This will create new research and development roles.

There's no doubt the medium-term future presents us with some genuinely exciting challenges – and as ever, we'll make sure we do our best to meet them.

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"Gamification can give potential employees a taste of a typical days work at a particular organisation"

Get in the game

What is 'gamification' of the workplace? Simply put, gamification is the application of game dynamics to areas of life that aren't traditionally thought of as playful or defined as a game. It's caused controversy as some decry gamification as gimmicky and expensive. However, others believe it's a fantastic way to attract new talent, weed out poor candidates and excite potential employees. By introducing game mechanics into certain tasks and areas of the workplace, employers hope to change the way people (particularly millennials raised on video games and the internet) relate to their business.

From a recruitment point of view, gamification has many advantages. Gamification can give potential employees a taste of a typical day's work at a particular organisation. A great example came from Formaposte, which is the training arm of the French postal service. Candidates played a game in which they experienced life as a postman, helping them work out their suitability for the job.

A virtual version of a job helps with staff retention, as a candidate will know before being hired whether they're a good fit. From the employer's perspective, this can save time and money on training an employee who quickly quits. Recruiters have also used gamification to engage potential staff, attract talent and incentivise certain tasks.

Puzzles and challenges can also be used by recruiters as a means of assessing the aptitude and key skills of potential employees. This could become more popular in the future as a pre-interview technique that narrows the field, allowing interviewers to take a more un-structured, personal approach with candidates during actual interviews, focusing on compatibility with the organisation.

So, gamification can benefit both clients and candidates. Are you ready to play?

App-solutely fabulous

Smartphones are undeniably part and parcel of 21st-century living. Figures from the USA in 2015 claimed that the average person checks their phone 46 times a day. Of the time we spend on our phones, 85% is in apps – but what does the future hold for apps themselves?

To mitigate storage issues, we are going to see a move to Cloud-hosted applications. Why download an app and host a tile on your handset when you can utilise the app directly from the Cloud? We will also see a shift in how operating systems incorporate integration with apps (a trend that can only grow as 4G becomes faster and more reliable).

Apps are part of our daily routine: for example, weather and transport. As we become more dependent on these functions, apps must ensure they are collecting and accurately reporting real-time data. Daily-life apps may overtake the need for other websites and services and businesses in these fields should already be future-proofing for this.

We're also likely to see a rise in intelligent suggestions based on application use and online activity. For instance, if your cookies suggest you're shopping for a particular item, you might get a push notification as you walk down the high street alerting you to a store stocking what you want. Similarly, your fridge may notify your watch to tell you to get milk on the way home.

A current barrier to rapid app development is the provision, testing and approval of data. Cloud storage will speed up the development cycle.

Finally, augmented reality, which we already see everywhere from Pokémon Go to Snapchat filters. This is a trend we expect to grow and be part of both entertainment and information-based apps over the coming years.

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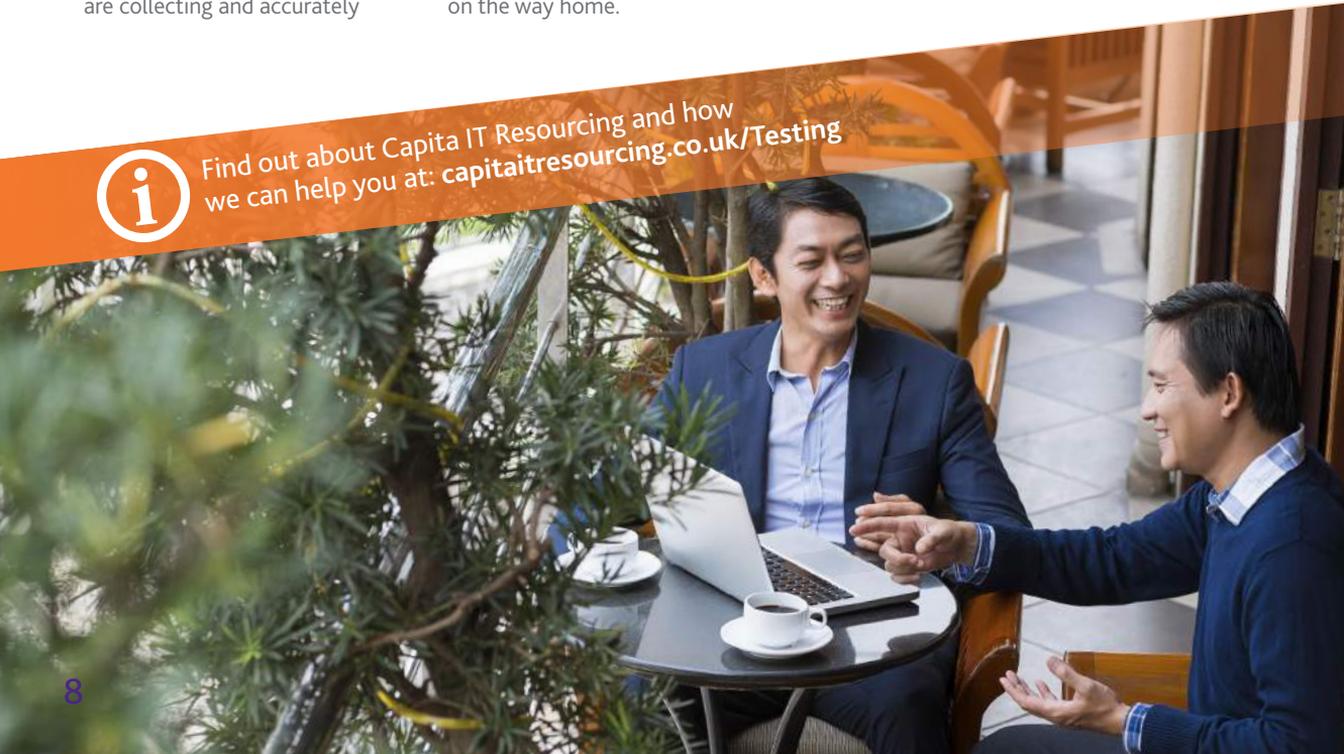
The role of the CIO in the IT sector

Just as the IT industry is constantly evolving, so is the role of the Chief Information Officer (CIO). A technical background is no longer essential to becoming a CIO and CIOs have become key contributors to creating strategic goals. With some taking seats on executive boards.

IT has become as much a driver of a business's profit as Finance and Marketing. With the rise of Cloud-delivered services (for both software and data), the CIO's profile has changed drastically. A CIO must bridge the divide between marketing reach with mobile applications and market analysis with Big Data sources and platforms.

The perfect CIO needs an overall and detailed idea of how today's technology can increase the company's bottom line, not just reduce costs or improve general productivity.

Giving CIOs more strategic responsibility may mean they spend more time with business unit leaders, external customers and delegate day-to-day IT operations. CIOs with the skillsets to adapt to such

a shift are in high demand – although this could, in turn, increase recruitment costs and salaries for firms looking to acquire top CIO talent.

As purchasing IT infrastructure services from third parties becomes the norm, CIOs will be freed from a lot of the cost-justifying they do today. A CIO will become someone who can inspire staff and maintain relationships with IT suppliers in order to collaborate.

CIOs must be in tune with the company's general direction of travel; and must also demonstrate adaptability regarding changing laws and business regulations. While businesses place more focus on investing strategically in information and technology, CIOs will continue to be prominent to ensure their businesses continue to grow.

You wear it well

A mind-reading headset in X-Men, James Bond's gadget-based watches, Iron Man's armour; popular culture depicts an ever-closer relationship between humans and technology. We may not yet have developed an invulnerable battle suit that allows you to fly at supersonic speeds, but let's take a look at the future of wearable technology.

Smart watches have been a great way to get the world accustomed to wearable tech. Many people own and regularly wear them. They're not out of fashion and they can fit a considerable amount of data inside. However, there are bigger and better plans for wearable tech.

Health-based wearables which are able to measure your heart rate, count your steps or record how many calories you burn, are also growing in popularity but the real future of health-based wearables lies in medicine. Smart hearing aids, sunglasses that constantly assess your eyesight and biometric shirts that measure everything from heart rate to breathing volume are sure to improve and grow in popularity within the next few years.

Virtual Reality (VR) has the potential to revolutionise the way individuals and businesses interact with technology. Although VR headsets are currently quite bulky, it won't be long before streamlined models appear and VR becomes an everyday and important piece of wearable technology.

The value of the wearable tech market is expected to surpass $72 billion by 2021. However, shares in Fitbit fell 33% in a single night in November 2016 following worry that the public's interest in wearables had peaked. This is most likely an anomaly, but there are concerns regarding data security.

The future of wearable technology appears to be bright. With exciting new products coming to market, the sector can, and will, open the door to a diverse range of roles and career opportunities.

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Top tips to answer 5 of the most common interview questions

Interviews can be daunting, but you can almost guarantee you'll be asked at least one of these five questions, so here are our tips on how best to answer them.

Why would you like this job?
Ask yourself what led you to apply and showcase your skills and interests. Try to find a specific feature on which the organisation prides itself (training, client base, public image etc) and reference this in your answer.

What are your weaknesses?
The classic answer here is to disguise a strength as a weakness: "I'm too much of a perfectionist." Don't bother – the interviewer will have heard this before. Try describing a weakness you've been working to improve; if you lack confidence when talking to people, you could say you've been trying to contribute to team meetings.

Explain a situation where you led a team

Try to outline the situation, while describing any problems and how you tackled them. Be sure to inform the interviewer of the end result and what you learned.

What do you want to be doing in five years' time?
Be positive –something like: "I would like to gradually take on more responsibility and work to become a team leader."

Do you have any questions?
Try to ask about the work itself and career development, rather than pensions, holidays or season tickets. However, don't feel like you have to wait until this point to ask your questions; making an interview into more of a conversation makes it easier for all parties.

Of course, you should prepare for an interview, but it's important not to sound as though you are reading from a script. Stay flexible; there are no definitive right and wrong interview responses, but it is possible to create a good impression by providing well thought-out and concise answers. Good luck!

(i) For more interview and CV advice contact us at
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Big Data & Data Analytics Event

As we highlighted in the introduction to this issue of Tech talk, Data and Analytics are key growth areas currently as organisations consolidate databases and make increasing use of the Cloud.

As well as creating opportunities for Data Scientists and Analysts, the growth in importance of Big Data and Data Science is having an impact across businesses. Practical use of Data Analysis is vital in assessing the success of projects, mitigating problems and in employee engagement. Of course, commercial value can also be extracted from business data.

At Capita IT Resourcing, we want to make a genuine contribution to the data community by facilitating a discussion amongst senior business and IT leaders about current trends in Big Data, Data Science and Analytics. We think it's important to see how the market is moving and to bring key people together to talk about the present and future of Data Analysis. This will allow us to get to know important players in the data community and these players to get to know each other.

On 25 April, at 6pm in central London, we'll be hosting a series of presentations by experts in Business Intelligence, Data and

Analytics. We will also be offering the chance to ask our experts pertinent questions. The talks will end with drinks and nibbles, giving attendees an opportunity to discuss the issues raised in an informal atmosphere.

We're opening the doors to senior players and decision-makers in the analytics space, whether Managers, CEOs or Directors. Amongst our topics of discussion will be the continuum between Data and Analytics, the roles of structured and unstructured data and real-life applications of Data Science in the commercial world.

We've already lined up two knowledgeable and experienced speakers. First, Simon Rowe, a former Data Analytics manager with the Metropolitan Police and data-driven corporate strategy consultant. Simon works in Capita's Group Business Development department, leveraging data and analytics across large-scale BPO and new enterprise work streams. Among other things, he will be talking about the analytical maturity of organisations and the supporting infrastructure required to generate real value from Data Science.

Also, joining us will be Doug Brown who has extensive practical experience – from "big four" advisory firms to start-ups – in leading and selling complex business change projects and teams. He will be speaking about Data Analytics and how employee engagement can create business value. He was previously the global head of Big Data and Analytics at Betsson Group and has since relocated to Capita. In his spare time, Doug mentors young entrepreneurs and start-up teams.

This will be the first in a series of Big Data events – as the role of data science becomes increasingly vital to business success, Capita IT Resourcing foresee staging similar events once a quarter, keeping those who need to be in the know up to date on analytics issues. If you want to find out more about this event, please contact Waqar Zaidi or register on our events page at **capitaitresourcing.co.uk/ big-data-and-data-analytics**

For more information on how to sign up please visit:
capitaitresourcing.co.uk/Events

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