

A Diverse Workforce is Key to Expansion of Corporate Capabilities, Size, and Scale

Bandwidth and diversity in the I.T. recruitment supplier base is essential to success

Creating and maintaining a diverse workforce invites maximum creativity, thought, and innovation on business and technology projects, resulting in the development of solutions representative of the varied demographics of the nation and the global population. Companies who attract a diverse workforce benefit from the confluence of ideas and contribution on team project efforts which create products and services appealing to a wide swath of the buying public.

Having a diverse workforce is not only socially and morally commendable, it makes good business sense; a diverse workforce increases competitiveness and service abilities, and also strengthens the communities in which companies are based and serve.

Diverse workforce creation requires a diverse base of recruitment partners with deep pools of talent and reach. This is especially true in the fast-paced, continually-shifting Information Technology staffing industry, where the competition is endless, and opportunity only a click away for would-be candidates.

Over the past decade, most major corporations have focused concerted efforts on establishing an even playing field for all types of suppliers and vendors. Small businesses, small disadvantaged businesses, woman-owned businesses, veteran-owned businesses, minority and women business enterprises, and HUBZone (Historically Underutilized Business Zone businesses) have benefited from this prioritization, and should continue to see increased opportunities, as the awareness of the supplier diversity and a diverse population's importance grow.

In order to attract the volume of diverse candidates in the timeframes I.T. projects demand, companies must turn to recruitment partners who not only reach a diverse pool of talented candidates, but can do so rapidly and cost-effectively. Successful recruitment partners must understand and embrace the importance of diversity and have the recruitment tools, technologies, processes, established brand, and access to the online communities which reach these areas of the population. It takes significant size, scale, and brand to be most effective in reaching qualified minority candidates.

For example, a company looking to increase attraction to minority candidates should have suppliers with not only the access to, but also strong brand reputation within, the specific job boards and online communities most frequented by the demographic. The competition is ferocious across the entire spectrum of the talent population. It takes suppliers who have the brand, effort, access, and bandwidth to attract the right candidates in quick timeframes. In short, it takes diverse suppliers with size and scale to most effectively reach candidates.

“The overarching conclusion is that only large minority-owned businesses can create the kind of explosive and transformative growth that is needed...”

- NMSDC, 2007

All businesses -large or small, majority- or minority-owned-should be afforded an equal opportunity to compete, but the largest of minority-owned companies are most likely to succeed in the highly-competitive effort to reach a diverse pool of I.T. talent.

Building a diverse workforce is essential to creating successful I.T. projects which drive today's growth industries. Companies which build strong networks of diversity recruitment partners with size, scale, brand, and bandwidth of recruitment capabilities will be most successful in reaching the candidates who are shaping the global economy.

- Christopher R. Evans



About the Author:



*Christopher R. Evans,
Director of Global Marketing
& Client Liaison - Supplier Diversity
Mastech & RPOworldwide*

Christopher R. Evans is responsible for development and execution of strategic marketing and public relations for iGATE Corporation (NASDAQ:IGTE) subsidiaries Mastech and RPOworldwide.

Mastech has been awarded the distinction of "Top Diversity Owned Business" 3 years in a row, by Diversitybusiness.com and awarded the Top Minority Business by the Pittsburgh Regional Minority Council (PRMPC) in 2006.

Mr. Evans holds a Bachelor's of Arts Degree in Political Science from Duquesne University and is a member of the Society of Human Resource Management and the American Marketing Association.

To learn more about Mr. Evans or Mastech, visit www.mastech.com.

About Mastech:



Founded in 1986 and headquartered in Pittsburgh, Pennsylvania, Mastech is a \$100M subsidiary of global IT/BPO provider iGATE Corporation (NASDAQ: IGTE), providing human capital management services in Information Technology, Finance/Accounting, and Brokerage Operations.

As one of the largest Certified Minority Owned Business Enterprise I.T. staffing firms in the U.S., Mastech promotes and develops a diverse workforce, and encourages the same with each of our suppliers, partners and clients. A diverse workforce is a key factor in our continued success and growth.

Some of our recent highlights:

- "2006 Supplier of the Year", Pittsburgh Regional Minority Purchasing Council
- Named Four-time "Top Minority Owned Business" by DiversityBusiness.com
- Ranked amongst the Top 3 Diversity-owned IT Staffing firms by Staffing Industry Analysts
- Named "Top Minority Owned Business" by Pittsburgh Business Times
- Recent Keynote presenters at 2007 DIVERSEcity Conference
- Regular mentoring seminars on importance of diversity in the workforce and community
- Certified through our regional council, the PRMPC which is a division of the NMSDC

Learn more about Supplier Diversity and Mastech:
<http://www.igatemastech.com/page.php?ID=43>

Or contact:

Mr. Christopher Evans
Director of Global Marketing
& Client Liaison - Supplier Diversity

Mr. Saravanan Thiruneelakantan
Director of Human Resources & Diversity Relations

1000 Commerce Drive Suite 500
Pittsburgh, PA 15275
info@mastech.com
Phone: 888.330.5497

