



FIELD NATION

# The business case for a **labor marketplace**

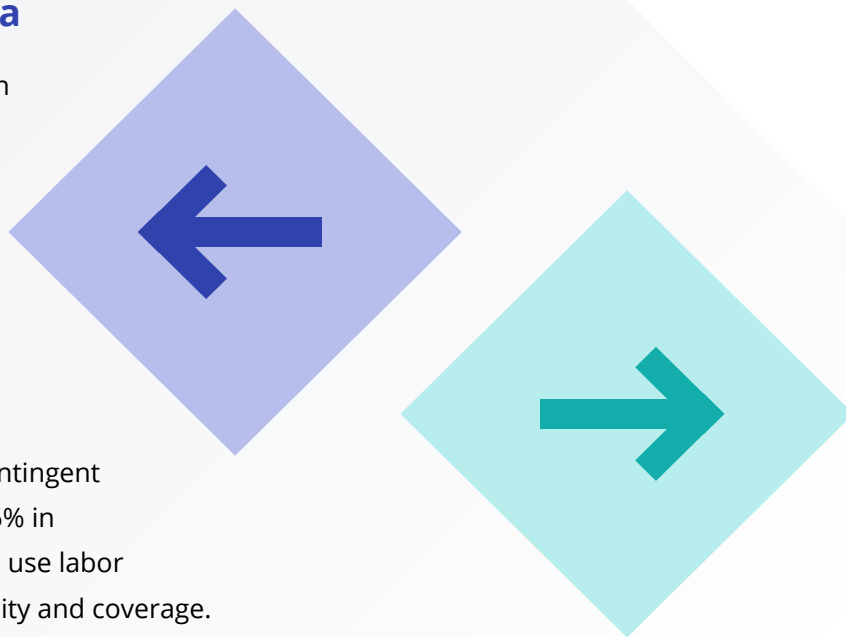
How Field Nation empowers service delivery leaders to  
improve outcomes, enhance responsiveness, and reduce costs



## The service delivery dilemma

The need for skilled IT professionals is at an all-time high. According to the [IHL Group](#), IT spend as a factor of revenue has increased by 40 to 50% since 2019. As companies seek to attract top talent, they are reconsidering their workforce models.

Projections from the [Contingent Labor Imperative Report](#) indicate the average contingent labor share within enterprises will reach 36% in five years. Some service leaders hesitate to use labor marketplaces due to concerns around quality and coverage. However, labor marketplaces present distinct advantages over conventional models like third-party subcontractors and full-time staff.



## What is a labor marketplace?

Labor marketplaces increasingly represent how field service work gets done. They enable companies looking for workers to connect directly with independent contractors with the skills they need in their target geography.

How marketplaces empower your labor strategy:

- Manage and assign all work in one place
- Scale up at a moment's notice
- Take ownership of work outcomes
- Build relationships for future work

## What is Field Nation?

Field Nation is the #1 labor marketplace for IT field service, connecting companies and skilled technicians to do great work across the nation. Our platform enables service delivery teams to identify and work with independent professionals who care about the outcome as much as they do. With Field Nation, companies can build and deploy their trusted on-demand workforce, and technicians can choose work that aligns with their interests, skill set, and schedule.



## Benefits of the Field Nation marketplace

### Improve outcomes

Connect directly with the technicians who represent your brand. Ensure their work is completed to your specifications before you approve work for payment.

- **40%** reduction in site revisits vs. third parties
- **98+%** success rate on work completed via the Field Nation marketplace

### Respond quickly

The breadth and depth of skilled technicians on the Field Nation marketplace enable you to say “yes” to your customers, knowing you can quickly scale up to meet demand.

- Source techs and dispatch work up to **80%** faster than third parties
- **12-minute** average time to first request in major cities



### Reduce costs

Eliminate the third party margin stack and additional fees while maintaining control over your pay rates.

- Reduce labor costs by up to **20%** versus third parties and **30%** versus employees
- Control travel costs by choosing techs close to your job sites with techs in **29k+** zip codes

[Sendero Cloud](#) faced challenges with third-party service providers due to technician skill and communication gaps, leading to costly issues. The company partnered with Field Nation **to gain greater control over service delivery and ensure quality and consistency for clients.**



## Build a competitive advantage across your organization

### Executives

Protect margins and maximize profitability by aligning unpredictable work demand with an on-demand labor workforce.

### Sales and Solutioning

Win more business by offering coverage for virtually any location and competitively pricing work for any skill set.

### Operations

Streamline your outsourced labor, dispatching, and work management processes with best-in-class tools and services.

### Finance

Reduce back-office admin burden by offloading the task of managing technician invoices, payments, and tax paperwork.

## Manage everything on one platform



## How Field Nation helps set clients up for success

The most successful clients allocate the necessary internal resources to manage their work on the Field Nation marketplace. We typically recommend designating a Project Manager, Dispatcher, and Technical User for optimal results.



## Top-rated in Field Service Management on G2

Game changer



We have access to hundreds of technicians nationwide. As a growing MSP, Field Nation provides us the flexibility to provide more on-site support to our clients who are further than we would typically service regularly.

Tommy G.



Quick service and very helpful team



Whenever I contacted Field Nation, they helped me and guided me through. The best part is they also educate us and the technicians on how to use the platform to make work smooth and fast.

Roze R.

The easiest way to get a hard job done



I love the ease of use and the ability to quickly and efficiently get a highly skilled contractor on-site right away. I use it every week to offer support to our clients that we can't easily access. This can be across the state or even in other states.

Taylor K.

Business solution for busy businesses



We were using a different platform before using Field Nation. Field Nation made finding qualified technicians for all our projects much more straightforward. Our business has a ton of work nationwide, and I couldn't imagine utilizing anything else.

James D.

[Contact us](#) to explore how Field Nation can help you develop an optimized on-demand labor strategy.

**Field Nation is the #1 labor marketplace for IT field service.**

