

# statement of work

## case study

 **redcat digital**

# the problem

RedCat Digital have been engaged to provide a vendor solution across both permanent and managed services hires to help with a business critical initiative.

Market Analysis had suggested an opportunity to build a market-leading and future-proof offering to win back lost customers to Retail FX Brokers - with the launch of an FX mobile app.

Without this initiative, the client will continue to lose customers to their competitors.

# the objective

1.

Provide a cost-effective, end-to-end vendor solution across permanent resources and managed services to enable the ramp up of technologists in support of the FX mobile app project - among other projects.

2.

Provide recruitment solutions in the JavaScript area by hiring 6 permanent JavaScript developers and 6 managed services JavaScript developers by the end of Q1, with further hires to be defined for Q2. All hires must be able to start at the same time to avoid stacked inductions.

3.

Identify a creative work space to seat 10 within close proximity of Head Quarters. Space needs the capability to ramp up if necessary and should have a flexible contract.

4.

Creative workspace to include relevant security measures including - but not limited to: physical security, IT security, Business continuity  
Purchase six 15" MacBook Pro's with standard configuration for the Managed Services JavaScript Developers.

# how we find talent

The talent pool for JavaScript Developers who have the capability to work on high-volume, low-latency applications with strong, complex, multi-module React/Redux knowledge is small and in extremely high-demand.

The methods we use to attract these candidates are as follows:

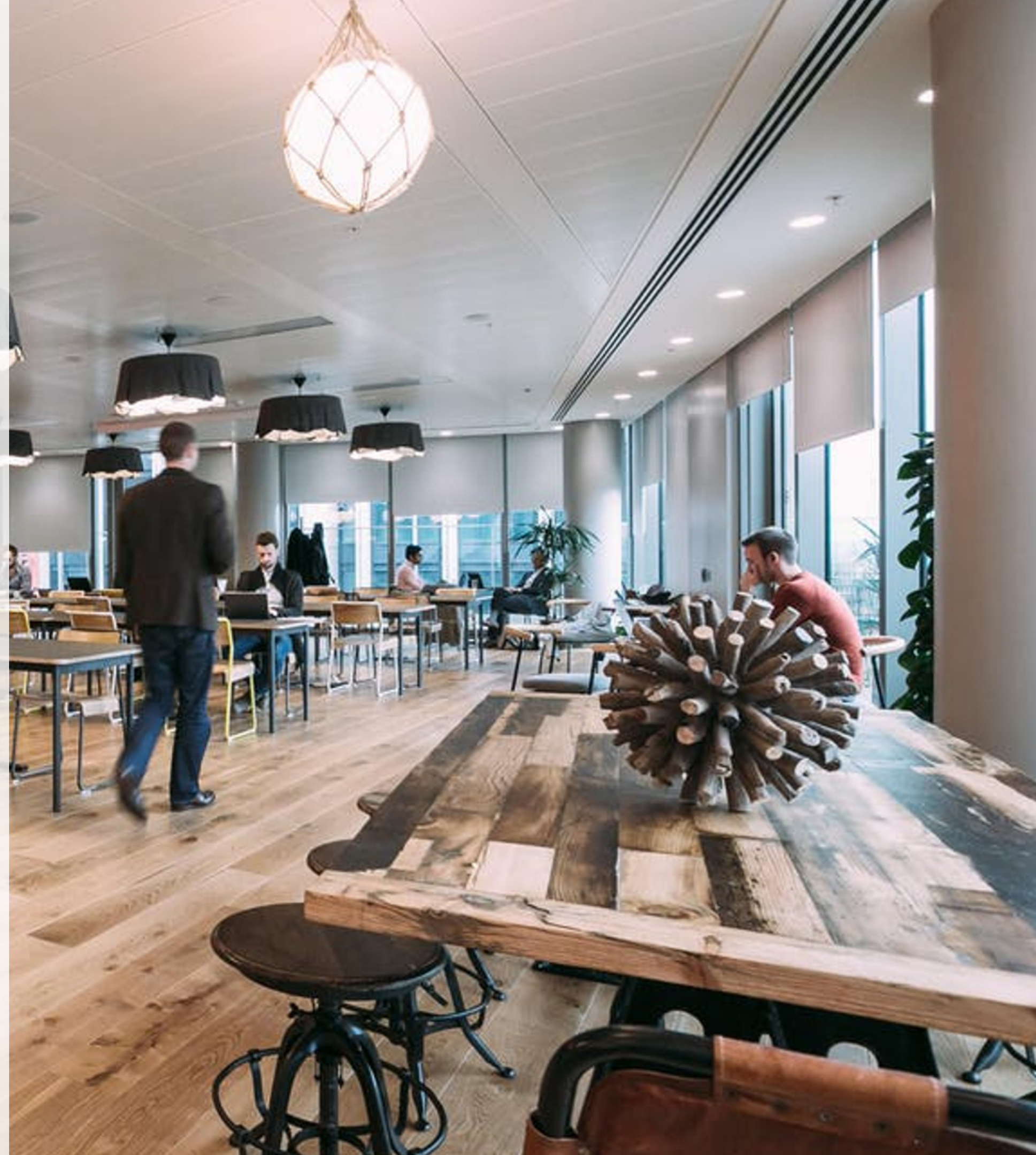
- + Significant contact network. We attend events regularly and partner with the General Assembly in order to grow our network.
- + Target mapping and headhunting. We currently have 1,206 JavaScript Developers - 90% of which are React/Redux, mapped out, whom we intelligently and proactively target.
- + CRM system. Our internal database holds an additional 721 React Developers, whom we regularly reach out to.
- + Job Boards, Advertising and LinkedIn Recruiter
- + Stack Overflow. We will also provide you with a branded advert on our stack account.
- + Social Media and Events
- + Dedicated slack channel to engage developers at all levels

PRICE POINT £ LOW - HIGH	OFFICE 1 £5,500PM + VAT		OFFICE 2 £6,055PM + VAT		OFFICE 3 10CAP: £6,850PM +VAT 13 CAP: £8,800PM +VAT		OFFICE 4 £8,811 - £9,978PM + VAT	
SET UP COSTS	PRIVATE NETWORK 10MB	£225 £199PM	PRIVATE NETWORK 1MB - 10MB FREE PHONES	£249 £169 - £599PM	PRIVATE NETWORK PHONE P.UNIT PHONE LINE (PU/PM)	£100 + £55PM £80 £36	PRIVATE NETWORK 1MB - 10MB FREE PHONES	£249 £169 - £599PM
PROS	<ul style="list-style-type: none"><li>CREATIVE OFFICE SPACE</li><li>SKYPE BOOTHS</li><li>PRIVATE OFFICE</li><li>WIFI</li><li>PRINTING</li><li>24 HOUR ACCESS &amp; SECURITY</li><li>MEETING ROOMS</li></ul>		<ul style="list-style-type: none"><li>PRIVATE OFFICE</li><li>GOOD LOCATION - 200M LIVERPOOL STREET</li><li>SERVICED OFFICE</li><li>24 HOUR FRONT DESK</li><li>2HRS PD FREE TO USE ROOMS</li><li>DISCOUNT OFFERED FOR 12 MONTH AGREEMENT,</li></ul>		<ul style="list-style-type: none"><li>CREATIVE OFFICE SPACE *</li><li>OPPOSITE HQ</li><li>PRIVATE OFFICE</li><li>FLEXIBLE CONTRACT</li><li>PRIVATE BOOTHS</li><li>SERVICED OFFICES</li><li>CREDITS FOR ROOMS</li><li>PRINTERS</li></ul>		<ul style="list-style-type: none"><li>DISCOUNT OFFERED FOR 12 MONTH AGREEMENT</li><li>SERVICED OFFICE</li><li>BUSINESS LOUNGE</li><li>DISABLED FACILITIES</li><li>24 HOUR FRONT DESK</li><li>2HRS PD FREE TO USE ROOMS</li></ul>	
CONS	<ul style="list-style-type: none"><li>NO CONFERENCE FACILITIES</li><li>NO VOIP PHONES - MUST PROVIDE YOUR OWN, SHOREDITCH LOCATION - OFF THE BEATEN TRACK, ALTHOUGH NEXT TO GOOGLE CAMPUS</li><li>3 MONTH NOTICE PERIOD</li></ul>		<ul style="list-style-type: none"><li>CORPORATE/PROFESSIONAL SETUP</li><li>NO BACKUP INTERNET</li><li>SMALLER OFFICE SPACE</li><li>BUSINESS DISTRICT</li><li>ONLY 2HRS FREE ACCESS TO USE ROOMS</li></ul>		<ul style="list-style-type: none"><li>NO PUTTING GREEN :(</li><li>NO DEDICATED BANDWITH</li></ul>		<ul style="list-style-type: none"><li>CORPORATE / PROFESSIONAL SETUP</li><li>NO BACKUP INTERNET</li><li>BUSINESS DISTRICT</li><li>ONLY 2HRS FREE ACCESS TO USE ROOMS</li></ul>	
SET UP FEE	£225 EXC PHONES		£225 EXC PHONES		£225 EXC PHONES		£225 EXC PHONES	
TOTAL MONTHLY FEE	£5,699 EXC PHONES		£6,654 EXC PHONES/ INC 10MB		£7,265 INC X10 TEL UNITS / LINES		£9,410 EXC CALLS / INC 10MB	



# our choice: option 3

Being based on Old Street means that we understand the importance of a creative working space in a digital environment. Given the requirements of the work space, we propose option 3 - WeWork Spitalfields.





## Flexible contract

- Option three offers the ability to upsize/downsize the office with no extra charge, and offer a one-month notice period if termination of the contract is required.

## Visually appealing

- The larger 13 capacity office has more natural light and is the most visually appealing.
- WeWork offers cutting edge design and is very highly regarded by the digital community which will attract top talent.

## The office

- Conference rooms of all sizes available to book. Each room is fitted with conferencing systems.
- 7 private booths for sensitive calls on each floor
- Total frosting for the windows is available for privacy (at an additional cost)

## Logistics

- In 20 months there has never been an unplanned power outage.
- Back-up internet, back-up generator, fire sprinklers

## Security

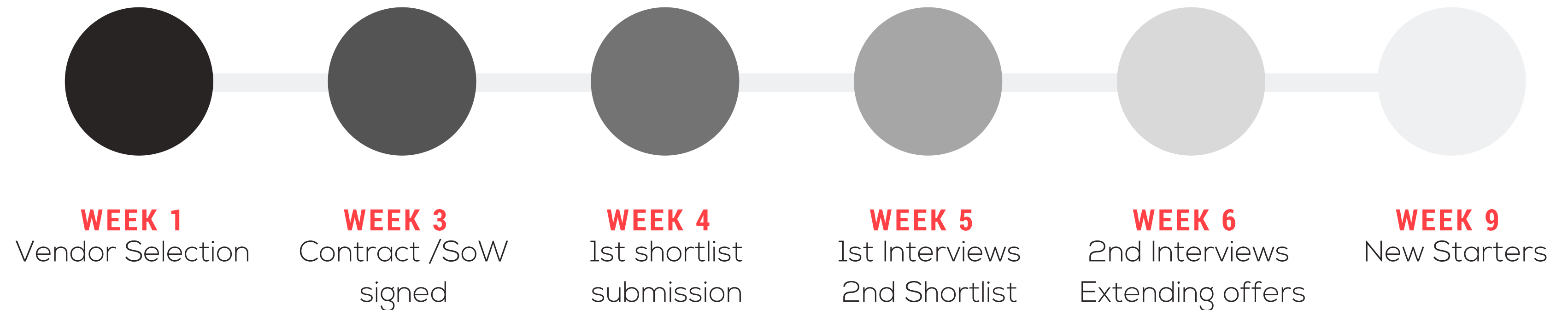
- Private network internet access - super fast and secure hard-wired internet connection with access to wifi in all areas.
- Building access VIA key card and office access is VIA private key card. Onsite staff available from 9am - 6pm Mon to Fri. 24/7 CCTV with a global security team on standby.

## Your Competitors

- Competitors are in moving to the more relaxed, shared office spaces. Moving into similar offices will allow you to keep up against the competition.

# The schedule

Further to the below, we continue to source candidates throughout the process, ensuring that we have a minimum of 3 CV's per open headcount.





# what we need from you

Agreed interview process from both managed services hires and permanent hires  
- ideally a maximum of 2 stages:

- + 1 telephone interview which will cover technical questions and a sell on the role.
- + 2nd stage would be face-to-face, which would include a 2-hour technical and competency based interview.
- + Diarise a weekly update call to talk through the progress report.

# onboarding process

- + We will be there to greet all new starters at the chosen creative office space and if required, can do a pre-agreed induction.
- + We will be onsite weekly to answer any issues or concerns and are located within 5 minutes walking distance of all office spaces listed on this proposal.
- + To manage expectations, due to NVM background checks, this likely to delay on-boarding timescales by up to 3 weeks, from offer to start-date, based on disclosure Scotland timeframes.
- + Set on-boarding days to avoid staggered on-boarding. As there will be a number of new starters, we propose set Monday's that we on-board new starters to make inductions easier.

# phase one

In line with the chosen solution of WeWork Spitalfields, RedCat Digital have been completely transparent and outlined the high level commercials below.

Please be aware that these figures are subject to change based on:

- + Experience levels of the developers,
- + Office size chosen
- + fixed-term contracts V monthly rolling

All figures are exclusive of VAT.



PHASE ONE

Cost Description	Total Required	Cost Basis	One-off Charges	Total Monthly	Total Engagement 3 Month
MS JAVASCRIPT RESOURCE: JUNIOR	2	PER DAY			
MS JAVASCRIPT RESOURCE: MID-LEVEL	2	PER DAY			
MS JAVASCRIPT RESOURCE: SENIOR	2	PER DAY			
10 PERSON OFFICE SPACE	1	MONTHLY FEE			
MACBOOK PRO, 16GB RAM, INTEL I7 2.8	6	MONTHLY FEE			
MANAGED SERVICE FEE	1	MONTHLY FEE			
PERM JAVASCRIPT RESOURCE: JUNIOR	2	ONE TIME SOURCING FEE @ 25% BASE SALARY - £70,000			
PERM JAVASCRIPT RESOURCE: MID-LEVEL	2	ONE TIME SOURCING FEE @ 25% BASE SALARY - £80,000			
PERM JAVASCRIPT RESOURCE: SENIOR	2	ONE TIME SOURCING FEE @ 25% BASE SALARY - £90,000			
SET UP FEE	1				
TOTAL					

# phase two

Phase two of the managed services solution is illustrative based on the same level of scaling as Phase 1 and the costs are therefore reflected as per the hires outlined in Phase 1 (Q1).

- + Phase 2 reflects the hires made in Q1 - 6 MS JavaScript Developers, 6 Perm JavaScript Developers.
- + Total monthly cost for managed services
- + JavaScript resource is based on 18 Days/Month which takes into account sickness & holidays.
- + Office space will need to double in size and 10 additional phones added to fee
- + Office costs are based on monthly rolling contract
- + Completion time: 3 months.

Please be aware that this is an estimation subject to confirmation of requirements.

All figures are exclusive of VAT.

PHASE TWO

COST DESCRIPTION	TOTAL REQUIRED	COST BASIS	ONE-OFF CHARGES	TOTAL MONTHLY	TOTAL ENGAGEMENT 3 MONTH
MS JAVASCRIPT RESOURCE: JUNIOR	4	PER DAY			
MS JAVASCRIPT RESOURCE: MID-LEVEL	4	PER DAY			
MS JAVASCRIPT RESOURCE: SENIOR	4	PER DAY			
25 PERSON OFFICE SPACE	1	MONTHLY FEE			
MACBOOK PRO, 16GB RAM, INTEL I7 2.8	12	MONTHLY FEE			
MANAGED SERVICE FEE	1	MONTHLY FEE			
PERM JAVASCRIPT RESOURCE: JUNIOR	2	ONE TIME SOURCING FEE @ 25% BASE SALARY - £70,000			
PERM JAVASCRIPT RESOURCE: MID-LEVEL	2	ONE TIME SOURCING FEE @ 25% BASE SALARY - £80,000			
PERM JAVASCRIPT RESOURCE: SENIOR	2	ONE TIME SOURCING FEE @ 25% BASE SALARY - £90,000			
SET UP FEE 10 PHONES	1				
TOTAL					



# our promise to you

1. Monthly feedback session with all of the MS employees. Feedback to be shared with hiring leaders to ensure staff retention.
2. RedCat Digital will perform all PES checks on MS contract hires, which includes a credit check and disclosure & barring service check.
3. All MS candidates will be fully referenced.
4. Onsite RedCat Digital representative at the chosen office.
5. RedCat Digital representative to be present to greet all new starters on arrival, delivering their MacBook and ensuring induction is carried out.
6. To reduce initial office costs, RedCat Digital can offer office space for up to 5 resources which would meet the security requirements outlined and includes: creative office space, a private room with total privacy, WiFi and telephones.
7. Ensuring that the onboarding of new starters is done in tranches rather than adhoc.
8. Weekly status update to the interview panel and relevant parties. This email will contain all of the candidates that we have in process, what stage we are at with them and anything that needs to be prioritised and actioned.
9. Dedicated delivery team with Project Director, Bryonny Barton as the single point of contact.

# your account team

As a partner to your business, we ensure that a dedicated team is in place so that ramp-up's can happen with speed.

 **redcat digital**

## **BRYONNY BARTON**

Account Director  
bb@redcat-digital.com

## **JACK PRIOR**

Senior Front-End Consultant  
jp@redcat-digital.com

## **TALENT MANAGEMENT**

Two dedicated talent managers

## **ROSIE REYNOLDS**

Recruitment Administrator  
rr@redcat-digital.com

0207 265 7800

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