FE
FIELD ENGINEER

THE RISE OF THE
GIG ECONOMY AND WORK ON DEMAND

How The On-Demand Workforce Can Be Used In Computer And Infrastructure Support – And Drive Better Business Growth.

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INTRODUCTION:

THE RISE OF "THE GIG ECONOMY" AND ON-DEMAND WORKERS.

The "gig economy", also called "on-demand work" is a big buzzword in today's corporate world. Esteemed firms like Bain & Co are predicting that the "on-demand revolution" will have widespread ramifications on the business world, and how companies interact with their workers.

But what is the gig economy? What is independent, on-demand work – and can it be used not just for unskilled labor such as driving cars and dog walking, but for highly complex, technical projects?

In this whitepaper, Field Engineer Inc. will be taking a deep dive into the world of on-demand workers, and explain why we think that on-demand work is here to stay. We'll discuss what on-demand work is, how it works, the technologies that enable it, its benefits, and much more.

If you are curious to learn more about the "gig economy" and how your company can use on-demand workers to meet your organizational goals for project engineering, computer and infrastructure support, and more, keep reading.

UNDERSTANDING INDEPENDENT WORK – THE DEFINING FEATURES

According to an in-depth study and survey published by McKinsey & Company, there are three primary things that define an in "independent worker" – a person who is part of the "work on-demand" economy. They are as follows:

High Level of Control and Autonomy

Unlike a traditional worker, an independent worker is able to exercise a high level of control and autonomy when working in the on-demand economy. While a traditional worker may be responsible for engaging with multiple managers and other third parties, and be told precisely how to do his or her job, the independent worker is able to control most aspects of their work on their own.

For example, a website like Fiverr allows companies and individuals to hire freelancers to complete small-scale projects, such as graphic design, website design, and video projects. And, although the client sets the parameters of the project in such cases, the independent worker is in complete control of most other aspects of the project – and can complete it autonomously, without the supervision of another manager or third party.

Independent workers are usually paid per project, though they can also be paid per hour, and this payment is only delivered after the completion of a task or assignment.

Payment Per Task or Assignment

This is another important way that an on-demand worker differs from a traditional worker. Most workers draw pay either hourly or on a salaried basis, and are paid directly every two weeks or so – this is the traditional paycheck arrangement.

But independent workers are not paid this way. They are paid each time that they complete a job – and in most cases, their money is available almost instantly. Let's take Uber as an example. Immediately after completing a ride with Uber, drivers have the option to cash out their earnings – and they can do this up to 5 times a day.

Short-Term Duration

Most independent workers work on short-duration projects or otherwise engage in activities that are shorter than the scope of most traditional workers. We could even use Airbnb as an example, here.

Airbnb allows property owners to rent out their property for a shorter duration than would be possible with a traditional vacation home or leasing agreement – providing them with increased flexibility and independence. This is the final defining characteristic of the on-demand economy and independent work.

THE TECHNOLOGY POWERING THE "GIG ECONOMY"

So, how has the "gig economy" come about? What technologies are powering the rise of big data, and allowing workers and clients to connect with each other in new ways?

We've identified three major technological improvements that are responsible for this new way of doing business.

1. Enhanced Global and Local Connectivity

First and foremost, the biggest technological impact has been due to the improvement of the internet and wireless communication technologies over the last two decades.

Even in the late '90s, the idea of working from home – or working with someone who is halfway across the planet on a project – would have been completely foreign to most professionals. There simply was not a data infrastructure in place that could handle that type of work. But as time has gone on, connectivity has improved dramatically, everywhere in the world.

High-speed broadband and powerful computers are commonplace, smartphones and 4G networks allow for data access anywhere in the world, and it's becoming increasingly common to work with teams of people from around the world on collaborative projects.

2. Smartphones and Mobile Apps

That brings us to smartphones – which are definitely the biggest game-changer in the last decade. Since the iPhone was released in 2006, smartphones have become completely ubiquitous – allowing for enhanced communication between clients, workers, business, and more.

Today, the most powerful communication tool in the world is only ever a swipe away – and the impact this has had on on-demand workers cannot be overstated. Apps like Uber and Lyft, Airbnb, Wag and Rover, Bird and Lime, and dozens of others allow individuals to perform unskilled labor on-demand – and make money during their spare time.

And the second tier of smartphone apps and websites, such as Fiverr and Upwork, have made it easier to connect with skilled professionals on an online marketplace, and find professionals who specialize in graphic design, web design, coding, writing, and much more – for short-term projects.

And in the future, we predict that the on-demand workforce will be used for increasingly complex tasks – including computer and infrastructure support, the hiring of onsite engineers and technicians, and much more.

3. AI and Big Data

Artificial intelligence and big data algorithms have been responsible for the rise of companies like Uber and Lyft, who use highly-advanced machine learning techniques to match drivers with riders and ensure the maximum efficiency of their on-demand workforce.
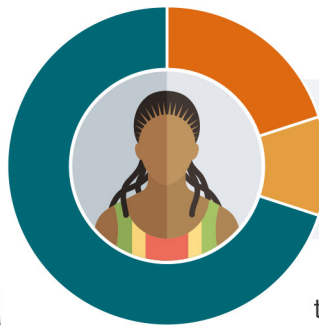
THE INDEPENDENT WORKFORCE

The DEFINING FEATURES of INDEPENDENT WORK:

High level of control and autonomy	Payment by task, assignment, or sales	Short-term duration

🇺🇸 🇪🇺 In the **United States** and the **EU-15**[1]

Independent workers make up
20–30%
of the working age population

this is up to **162 million** people

	Primary income	Supplemental income
Preferred choice	"Free agents" **30%** | **49 million**	"Casual earners" **40%** | **64 million**
Out of necessity	"Reluctants" **14%** | **23 million**	"Financially strapped" **16%** | **26 million**

DIGITAL PLATFORMS

15% of independent workers have **used a digital platform**

DIGITAL MARKETPLACES
- Larger pools of supply and demand
- Easy to join, easy to use
- Payment systems and infrastructure
- Profiles, reviews, and transparent information
- Better search and matching

WHAT STILL NEEDS TO BE DONE?

POLICY MAKERS
Collect better data
Address gaps in worker protections, benefits, and income security

INNOVATORS
Explore opportunities to create new marketplaces and tools

ORGANIZATIONS
Consider how digital technologies allow you to utilize external talent

INDEPENDENT WORKERS
Think like a business
Develop differentiated skills

[1] Results from UK, Germany, France, Spain, and Sweden scaled up to EU-15.

MCKINSEY GLOBAL INSTITUTE

McKinsey&Company

Source: McKinsey & Company

THE BENEFITS OF AN
ON-DEMAND WORKFORCE

Together, the above three things have made the on-demand workforce possible – and are contributing to the rapid rise of the "gig economy" and independent workers.

But why is this a good thing? Why should companies hire on-demand workers – and why should workers look to become independent? We'll take a look at the benefits of an on-demand workforce now.

The Benefits for Workers

Working on-demand has a number of great benefits for workers. Here are just a few of them:

- **More personal flexibility** – Independent workers are not forced to work the same 9-5 schedule as a traditional worker, and are usually able to use different tools, programs, and techniques to solve complicated problems. This means that they can accomplish their work on their own terms – wherever, whenever, and however they want.

This also allows for more personal flexibility, and the ability for workers to custom-tailor their own schedule, based on their preferences, goals, and personal needs.

- **Allows professionals from any country to compete globally** – One of the most incredible things about on-demand work is that it allows individuals from all across the world to compete on equal footing.

Web developers or IT admins in Eastern Europe, for example, can now work with American companies – and make more competitive wages. This increases the total global talent pool and makes it easier for qualified individuals to find highly-paid work.

- **A great way to find a long-term position, if desired** – On-demand work can often lead to steady work, or even a long-term, salaried position at a particular company. Both the worker and the company they are working with have a "trial period" where they can choose to part ways – but if their project is successful, they can choose to continue working together, even on a permanent basis.

All in all, remote work and independent work allows for workers to exercise more autonomy than the traditional economy. It also makes it easier for them to switch jobs and explore different industries, and maintain a work/life balance that's right for them.

The benefits for businesses

So, why should businesses be thinking about how they can use on-demand work and the "gig economy?"

Introducing the benefits:

- **A better way to source workers** – By using a platform like FieldEngineer.com Portal, companies can quickly find workers who are qualified and have worked on similar projects in the past.

This means that these companies can start their projects sooner, without going through the months-long process of sourcing recruits and candidates, interviewing them, selecting a qualified individual, training and onboarding them, and finally allowing them to work on a project.

On-demand workers help you avoid those extra delays and costs, making on-demand platforms a better way to source workers.

- **Lower overall cost** – By using an on-demand worker, companies can actually save money, while still providing competitive wages and compensation. Because on-demand workers are simply paid hourly or by the project as contractors, the tax burden is lower, and there is no need for additional compensation or benefits like vacations days, insurance, and so on.

This means that you can get equally-talented workers on-demand, and actually save money, as compared to hiring full-time workers for every project.

- **Allows for better business scaling for large projects –**
If a company hires dozens of full-time engineers for a large project, and the project is completed successfully, the chances are that some engineers will be re-assigned – but many will be laid off, which brings costs like severance pay.

But with on-demand workers, companies can scale their teams up and down as they need to, without worrying about long turnaround times for hiring new workers, or the cost (and associated drop in morale) of layoffs.

Using a platform like FieldEngineer.com in order to hire talented engineers and freelancers is a great way to take the risk out of hiring a new worker, reduce your overall expenditures, and increase your business agility – all of which helps you beat the competition.

THE FUTURE OF TECHNOLOGY AND ENGINEERING IS **ON-DEMAND**

Because of the benefits outlined above, and the underlined staggering growth of the on-demand economy – which was a $22 billion market in 2015, and has jumped to nearly $57 billion in 2018 – we believe that the on-demand workforce is here to stay.

As a matter of fact, that's why our company was started. At FieldEngineer.com we believe that it's time to go beyond the older ways of doing business and create a new on-demand economy that works for everyone – and has benefits for every party involved.

$22 Billion markets in 2015, and has jumped to nearly $57 Billion in 2018

That's why we've built the Field Engineer Platform – the first online marketplace that connects engineers with global firms who are seeking top talent for their next project. Learn more about our platform, how it works, and its benefits below!

UNDERSTANDING THE FIELDENGINEER.COM PLATFORM – **HOW IT WORKS**

Our platform was created for a simple purpose – the FE Platform streamlines engagement between businesses, and field engineers, allowing for the elimination of the barriers that faced hiring in the analog age. Curious to learn more about how it works? Here's what you need to know.

1. Firms sign up and fund their accounts

First, any company interested in using the FE Platform heads to the FieldEngineer.com website, where they can create an account and fill out the basic information about their company, industry, and more.

After this sign-up process is completed, the account can be funded to pay for projects, using a bank account, credit card, or even PayPal, providing businesses with flexible payment options that can adapt to their particular needs.

2. Post jobs on the FE Platform

After the sign-up process has been completed, job openings and projects can be posted directly on the FE Platform. You can specify your budget, the skills you are looking for, the time frame from completion, and more.

Using our advanced work order forms, we'll ensure that you fill out every piece of relevant information, so that the workers on the FE Platform can gain a complete understanding of your project, and if they're the right fit for your company.

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3. Contractors bid on each project

After your project has been posted, contractors and independent workers will bid on each project. They may bid at your price, or higher or lower, as they see fit – based on the expectation of how long the project will take, the skills it requires, your preferred timeline, and other factors.

4. Firms evaluate engineers and workers and select the best fit

Once you've started receiving bids, your company can interview and vet each contractor to find the right fit for your particular job. We make it easy to set up chats, video calls, interviews and more.

In addition, our comprehensive worker profiles provide you with experience about each individual's past clients, professional experience, past projects, and more, helping you quickly evaluate each individual who has bid on your job.

Then, simply select the engineers who are the best fit for your job, negotiate your terms, and begin your work contract. It's just that easy.

5. Track job process and approve upon completion

After choosing your team of engineers, you can ensure that they are working together and are on schedule, using the FieldEngineer.com online platform and mobile application.

With real-time tracking and project management, it's easy to keep an eye on the progress of your project, and customizable milestones help you make sure that all required deadlines are met by your team of Field Engineers workers.

That's it! In just five easy steps, you can quickly and easily find a team of database engineers, project managers, security engineers, and other professionals in the field of Telecom and Infrastructure support.

THE BENEFITS OF USING
THE **FIELD ENGINEER'S PLATFORM**

Choosing to use the FE Platform has a huge number of benefits. Here are just a few reasons you should consider working with us.

- **A worldwide, global presence** – Our platform allows you to access top talent in the field of IT from around the world. Because FieldEngineer.com is location independent, you can save money, and easily integrate people from around the world into your team.

We also provide location filters to help you find local individuals or engineers near you, for on-site IT projects, or to help you build a team that's in the same time zone. No matter who you want to work with, it's easy to find your team.

- **Verified, experienced engineers** – We conduct in-depth and comprehensive interviews with everyone who signs up for our platform. We verify their published credentials, perform background checks, and take other steps to ensure that you are working only with the very best engineers.

- **Real-time engineer tracking** – You can quickly see what your team is doing in real-time, and track their progress towards the completion of your project. This allows you to take a hands-on approach to project management, and quickly address any issues or roadblocks which could delay your project.

- **Proprietary AI tools for instant engineer and project matching** – With the FE Platform, you don't have to spend hours poring through engineer profiles to find the right personnel for your job.

We use a proprietary AI and Machine Learning algorithm to match your project to top engineers instantly. You can start browsing the most highly-qualified individuals in just seconds and get the help you need for your project.

- **AI-powered work order management** – Our work order system allows you to automate administrative tasks efficiently, reducing the amount of time that you have to spend creating work orders and sending them to your engineers, and allowing you to use your time more effectively.

- **Powerful mobile platform for on-the-go project management** – With mobile support for both iOS and Android, the FE Platform lets you take control of your projects, no matter where you are. Communicate with freelancers, change and add project goals and milestones, hire new workers – you can do it all from the palm of your hand, no matter where you are.

These are just a few of the best reasons to try the FE Platform, and start working with Field Engineers today. With experienced and highly-qualified engineers, a powerful desktop and mobile platform, and streamlined project management tools, it's never been easier to hire top IT talent.

CONCLUSION:
ON-DEMAND TALENT
IS THE FUTURE FOR REMOTE AND ONSITE ENGINEERS AND TECHNICIANS

On-demand work is the future. There can be no doubt about that. In the next several years, as technology continues to develop and more companies realize the benefits of working with on-demand employees, we believe that they will become more important than ever as an economic force.

But you don't have to wait for the future in order to benefit from on-demand engineers and developers. At FieldEngineer.com, we've made it easy for you to augment your team with remote workers and on-demand talent — and even hire contracted, on-site workers.

With the FE Platform, you can avoid the expenses of hiring your own IT workers for larger projects, and benefit from greater business agility, lower costs, and a more responsive team of workers.

If you have any questions or comments, or you'd like to learn more about our platform and what we do, you can contact us online. We're always happy to hear from potential customers. Ready to get started?

Head to our website now to sign up. Whether you're looking for workers for your next project, or you're an engineer looking for work, it's easy to get started with the FE Platform.

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