

# How a Leading Defense Company Transformed Talent Mobility and Retention with SeekOut

An innovative national security organization gained a competitive advantage to understand and empower employees with an AI-assisted talent intelligence platform.

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## About

Our customer is a Fortune 500 company and one of the nation's oldest defense organizations with more than 100 offices across the globe. Today, the business has grown to develop innovative and integrated solutions that span cybersecurity and intelligence services, AI and machine learning applications, and much more.

## Objective

Unify disparate data and create a holistic picture of internal and external talent to:

- Accelerate the bid and proposal process
- Support career development and internal mobility
- Reduce voluntary turnover and redeploy available talent to staff projects quickly

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## Highlights

**Eliminated hundreds of hours of manual work** on the bids and proposals process.

**Improved talent mobility and retention** while minimizing layoffs and associated costs.

**Accelerated HR initiatives** across upskilling, career pathing, succession planning, and DEI.

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## Challenges

As a defense company bidding for government contracts, our customer needs to demonstrate its ability to quickly assemble qualified talent with specialized skills and security clearances to do the work. Like many companies today, their employee and candidate data were fragmented across different systems.

It would take the Vice President of Talent Acquisition (VP of TA) and their team weeks to manually pull, combine, and manipulate data from various tools and spreadsheets, cross-referencing skills, certifications, and clearance statuses to confidently respond to a bid. Even then, the data was often outdated. And as a project was ending, it was equally challenging to understand where the company could redeploy and retain employees.

**“We had to unify and enrich our data in order to understand talent in the context of our organization,”** the VP of TA explained. **“It was too manual and tactical to get to actionable insights—we needed to be more dynamic and strategic.”**

Ultimately, the organization sought a talent intelligence platform to combine internal and external talent data to empower skills-based hiring, internal mobility and redeployment, bids and proposals, and more.

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## Solution

Our customer was already using SeekOut to source passive talent with specialized skills outside the common, competitive social networks and typical talent pools. The next step was to merge talent data from their ATS, HRIS, finance system, public sources, and more, transforming their recruiting and internal talent management capabilities.

SeekOut provides a holistic view of readily available talent as complete profiles of each employee, including internal data coupled with public information, inferred skills. The ability to slice and dice unified data in a few clicks has eliminated hundreds of hours of manual work for the global talent acquisition team. It's now easier to understand which parts of the employee population can support which projects, create cohorts of exceptional performers by role, respond to bids for new work faster, and make more strategic decisions.

As contracts end, the organization now has the opportunity to proactively identify new work for employees, which provides people with a better experience and saves on costs associated with layoffs. **“People join for a job, but stay for a career,”** the VP of TA shared. **“That’s an important part of our employee value proposition for us to deliver.”**

SeekOut also recommends learning opportunities, networking connections, and career paths to employees based on their experience, skills, and personal goals. **“We’re providing transparency for employees to understand the purpose and context for training, upskilling, mentoring, and overall career pathing, which they’ve never had before,”** the VP of TA said. **“And this is huge for retention.”**

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## Value of SeekOut

The TA group has become a more strategic partner to the business, discovering new ways to use SeekOut almost daily. The team is excited to focus on more strategic initiatives, rather than being entrenched in tactical work.

**“We partnered with SeekOut for a few specific use cases, but now we have such a deep understanding of our employees and the talent in the market—it’s unlocked so much potential,”** the VP of TA explained. **“The technology made this transformation possible, and now we’re making progress on other HR initiatives like succession planning, career pathing, workforce planning, and DEIB.”**

**“Having one platform for talent acquisition and talent management is key for a holistic talent strategy. It’s a forcing function for collaboration and will connect recruiting initiatives to your retention strategy—key for workforce planning and skills analysis.”**

—VP of Talent Acquisition,  
Fortune 500 Defense Company



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SeekOut’s leading talent intelligence platform can help you secure hard-to-find and diverse talent and empower internal career mobility to reduce attrition. [Request a demo to see it in action.](#)