CASE

dexian

Case Study: Talent Development

Dexian Delivers a Successful Training Model for Building a Pool of Java Developers

CLIENT:
An American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence

Challenge

The client shared a hiring goal of more than 100 entry-level developers and a commitment to prioritizing diverse talent. Furthermore, the client was seeking a partner who could provide a fresh recruiting approach (reaching beyond traditional sources) and build their local talent acquisition brand.

TRAINED

25
Students

SKILL SETS
- Full Stack Java

Solution

Dexian designed a full-stack Java curriculum to address the client's specific needs, including in-depth training on backend development and soft skills. These individuals were sourced via a comprehensive marketing program across the target geography and from a network of community-based feeder programs.

Dexian vetted these candidates for client fit (against specified criteria) and successfully delivered the bootcamp training in a live virtual environment. The client was also able to participate in the bootcamp's programming, via a coordinated series of sessions to prepare students for the client's recruitment process.

Outcome

The program's outcomes exceeded the client's return on investment expectations and the plan is to replicate the model in other locations.

Key outcomes:

- Implemented a marketing campaign to generate interest from more than 300 applicants

- Tailored curriculum to focus on the client's specific needs, and carefully coordinated client participation in the learning process

- Delivered training in the evenings (and virtually) to maximize accessibility for students with ongoing employment

STUDY