

Case Study

# How to hire DevOps and Software Engineers in a growing industry

## MTG

### You will learn

- ✓ How to find and engage talent in a growing industry, like cybersecurity
  - ✓ How to attract top engineers in a competitive talent market
- ✓ How to shorten the hiring process from six months to twelve weeks

**aceWORK**  
by HEICO Group

# How do you hire top engineers if you're not Apple, Google or Microsoft



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**Meet our client [MTG](#), one of the leading specialists for state-of-the-art encryption technologies “Made in Germany”.**

**They simplify and centralise the management of cryptographic keys and identities for critical infrastructures and the IoT.**

**They support corporate enterprises in Europe across diverse industries. With their HQ in the “cyber security centre” of Darmstadt and a smaller office in Greece, they are a team of colleagues of different nationalities.**

**One major hurdle MTG faces is that they usually take 4 to 6 months to hire DevOps and Senior Software Engineers due to the talent scarcity in the region.**

Some roles require fluency in German and regular visits to headquarters. In contrast, others - typically non-client-facing - offer more remote flexibility and only require English proficiency.

**The salary structure and perks are competitive for existing employees. But in the current market new hires require higher salaries up to 30% above market standard to move companies.** MTG especially cares about salary equity and keeping a fair internal structure. They don't want to pay new hires significantly more than existing employees.

They have a **flexible set-up with a hybrid work mode** for most employees. As they didn't have a successful experience with fully remote employees, hiring across Germany wasn't their first option.

**So how does MTG attract top talent, meet its business needs, and maintain its commitment to pay equity?**



# Acework's approach

**Acework stepped in and provided embedded recruiting and employer branding strategies.**



## OBJECTIVE

**Hiring two engineers by the end of September to improve infrastructure and streamline software development processes for German and European clients.**

At acework we assigned a dedicated Talent Partner to devise a comprehensive recruiting strategy tailored to MTG's specific needs.

## Four basic elements that set each project up for success

- ✓ **Detailed kick-off meeting** about must-haves and possible flexibility of requirements with all hiring managers.
- ✓ **Candidate calibration** and profile adjustment based on the market reality on a regular basis.
- ✓ **Daily communication** for faster feedback loops using MTG's internal tool.
- ✓ **Bi-weekly follow-up** to agree on strategy changes based on market insight and hiring managers' feedback.



**A client's trust and commitment to working together in finding the best available talent in the market is the real game changer.**



# Acework's talent acquisition strategy

This journey to successful talent acquisition is a well-orchestrated blend of research, personalised outreach, careful screening, and thoughtful discussion and consideration of compensation. Here below are a few examples from our strategy.

- 1. Market Research:** Our Talent partner conducted extensive market research to identify companies in similar industries and candidates with industry expertise in the region. Further, expand the research to engineers that could potentially relocate to the region across Germany and Europe. We leveraged our existing network and explored professional forums and AI-powered sourcing tools to map all potential candidates.
- 2. Outreach:** We employed a highly personalised messaging approach with several touchpoints. We connect with hand-picked candidates through strategic platforms and sequences.
- 3. Candidate Screening:** To ensure a high-quality talent pool, we implemented a rigorous screening process. We checked for candidates' relevant tech experience and motivation with cultural fit and MTG's values and work environment always in mind.
- 4. Compensation support:** We focused on spreading MTG's brand, its mission and projects to attract candidates that were driven by professional growth. We promoted MTG's flexible working hours, parent support and career opportunities, additionally to the opportunity to participate in state-of-the-art R&D initiatives. **By asking candidates for their salary expectations and what's important to them, we were able to generate impactful insight for MTG's contract negotiations resulting in an offer acceptance rate of 100%.**

# Critical factors to close the hires: It's teamwork that makes the dream work



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- acework's selective sourcing and screening resulted in presenting **only high quality candidates** that genuinely matched our client expectations.
- MTG's **straightforward hiring process**, which is consistent in its filtering criteria and questions. They showed high standards on the technical side, both practical and theoretical. Their most senior technical engineer always does the first interview, which ensures an objective comparison between candidates.
- MTG committed to the process with **fast reaction times to meet candidates expectations**.
- Informed by acework's market insight, they were able to **react flexibly in the negotiation stage**.
- With clarity on their requirements and market understanding, MTG **didn't hesitate when they saw a good candidate**, they were ready to hire with confidence!



# How acework impacted MTG's business outcomes



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## Time to hire

Closed both roles in less than 12 weeks by the end of June, meeting the tight deadline of a September start date.

## Qualified candidate pool

We presented a shortlist of qualified SysAdmin/ DevOps and Developers. Each candidate underwent a thorough assessment process, ensuring their suitability for the role. Together with MTG we understand candidates' real motivations to create long-term relationships.

## Cost efficiency

By filtering and negotiating competitive compensation packages, we reduced the offer turnover. This approach not only optimized financial resources but also ensured the long-term sustainability of the recruitment efforts and the relationship with the new employee.

## Strong client/ talent partnership

MTG provided the trust and freedom for acework to advise and push through the entire process to meet the targets.

# How acework impacted MTG's business outcomes

## PROJECT NUMBERS:



**2 hires within 12 weeks**

## DEVOPS:

- ✓ Outreach to 160+ candidates in Germany + 50+ diverse candidates in the EU
- ✓ Screened 25 candidates in written conversation
- ✓ Interviewed 10 candidates
- ✓ Submitted 2 vetted and selected candidates to MTG
- ✓ 1 hire

## SOFTWARE ENGINEERS:

- ✓ Outreach to 170+ candidates in Germany
- ✓ Screened 28 candidates in written conversation
- ✓ Interviewed 12 candidates
- ✓ Submitted 7 vetted and selected candidates to MTG
- ✓ 1 hire

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## MTG's feedback about the project



**Jürgen Ruf**

MTG's CEO

*acework's talent partners understood our needs and were able to work on a tailored recruitment strategy with alternatives to ensure we filled the role as quickly as possible. They regularly updated us with the progress and market insights. They flagged concerns to ensure we didn't lose talent along the way and we really appreciate the transparency. Shilpa and Sofia have demonstrated a focus on quality, speed and attention to the candidate experience that reflects well on us and helps build talent pools for the future.*



# About us

visit our website → **aceWORK**  
by HEICO Group

At acework, **we are committed to connecting growing companies with the top 20% off-market candidates in tech, marketing, sales, and operations.** Most of our candidates are experts at working remotely and are open to relocating for the right opportunity.

We've joined HEICO Group in 2023 to complement their existing HR services with expertise in digital, tech, and remote & hybrid recruiting.

As a family business since 1966, **HEICO Group employs over 1200 people at over 25 locations in Germany.** Their three business areas are real estate, aviation, and recruitment & staffing.

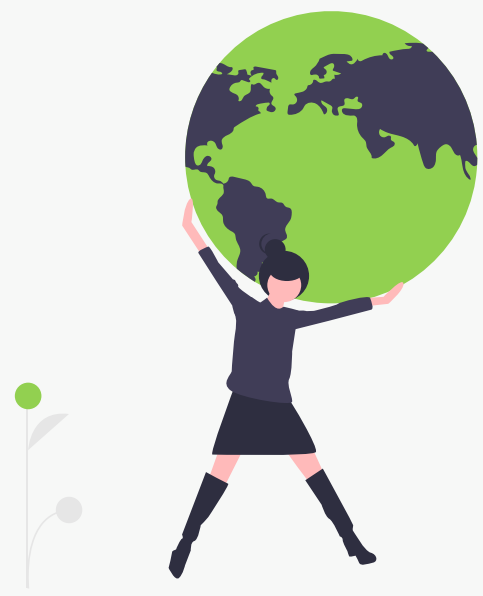
Our strategic consulting services help organizations understand the talent landscape and create sustainable and actionable hiring plans. We manage the entire sourcing and outreach process, providing valuable feedback, market insights, and a compelling employer value proposition to attract top talent.

Whether you're building a remote-first/hybrid team or looking for talent for your local hub, acework is here to partner with your organization's recruitment and talent acquisition to help you achieve your goals.



# aceWORK

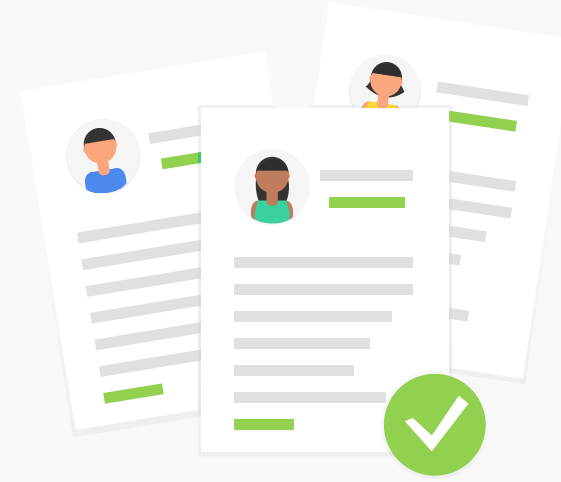
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Expand the borders  
of your local  
talent pool



Get support to  
set up your hiring  
policies



Match with  
pre-vetted  
candidates



Minimize risk and  
decrease the cost  
of turnover

Get hiring support for your hiring project. We will help you to find the right talents globally!

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