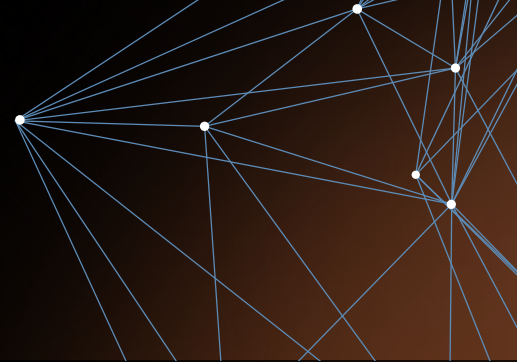




CASE STUDY

How HNM Helped a National Technology Infrastructure Contractor Scale Its Data Center and Technology Services Business

As hyperscale data center construction continues to expand across North America, infrastructure firms face an increasingly difficult challenge: finding skilled technicians, fiber professionals, and leaders capable of meeting the demands of mission-critical environments.

A national technology infrastructure contractor was experiencing rapid growth across hyperscale data centers, healthcare, education, and enterprise technology projects. As its business expanded, workforce scalability became a critical component of its growth strategy.

The organization needed a workforce partner that understood the difference between finding available talent and finding the right talent.

The Challenge

As growth accelerated, finding qualified talent became increasingly complex. The company required professionals with experience in:

- Hyperscale data center construction
- Structured cabling and inside plant environments
- Fiber installation and splicing
- Low-voltage infrastructure
- Critical communications systems
- Project and operational leadership

Despite working with multiple recruiting vendors, the company found that many agencies struggled to understand the difference between outside plant and inside plant environments and often submitted large volumes of candidates who lacked the specialized experience required.

Many staffing providers focused on candidate volume rather than technical alignment, creating additional work for hiring managers and slowing workforce expansion efforts.

The HNM Difference

Rather than simply matching keywords to job descriptions, HNM invested time understanding the client's business model, customer base, project demands, and technical requirements.

This industry-specific knowledge enabled HNM to identify candidates who fit the actual requirements of the role rather than simply presenting large volumes of resumes.

HNM's recruiting process extended beyond sourcing talent. The team conducted extensive screening, qualification assessments, and technical evaluations before presenting candidates, helping hiring managers save valuable time while improving hiring outcomes.

By focusing on quality over quantity, HNM became an extension of the client's workforce acquisition strategy.

Solving the Data Center Workforce Challenge

One of the most significant examples of the partnership occurred in a rapidly growing Midwestern data center market.

When the company entered the market, it had virtually no local workforce presence. Through its partnership with HNM, the organization successfully established a growing team capable of supporting customer demand and project execution.

The ability to quickly identify, evaluate, and deploy qualified professionals allowed the company to scale operations while maintaining quality standards in a rapidly growing market.

As project demand increased, the workforce continued to expand, creating a sustainable talent pipeline to support future growth.

Workforce Quality Matters

Data center environments demand higher standards than traditional commercial projects.

Finding technical talent is only part of the challenge. Success depends on identifying individuals who can operate in demanding environments, meet safety requirements, adapt to customer expectations, and deliver consistent results.

The company faced ongoing demand for:

- Data center technicians
- Fiber splicers
- Skilled installation professionals
- Emerging technical leaders

These roles remain among the most difficult positions to fill across the digital infrastructure industry.

Because HNM understands these technical requirements, the recruiting team routinely filters out candidates who may appear qualified on paper but are unlikely to succeed in the field.

This saves hiring managers time while reducing hiring risk and improving workforce quality.

Preparing for Continued Data Center Growth

Today, the company continues to expand its footprint across key hyperscale markets throughout the United States.

As demand for AI, cloud infrastructure, fiber connectivity, and hyperscale development accelerates, workforce availability remains one of the industry's most pressing challenges.

Organizations across the digital infrastructure ecosystem are increasingly seeking workforce partners that understand not only recruiting, but also the realities of construction, deployment schedules, technical skill requirements, and market-specific labor availability.

A Strategic Workforce Partnership

What began as a recruiting engagement evolved into a long-term partnership built on trust, industry expertise, and a shared commitment to growth.

For the client, the value extends well beyond candidate delivery.

The partnership provides access to a workforce advisor who understands:

- The technology infrastructure industry
- The realities of data center construction
- Workforce availability by market
- Emerging labor shortages
- The importance of maintaining quality while scaling rapidly

As the organization continues its expansion into hyperscale and digital infrastructure markets, HNM remains committed to helping it identify, attract, and retain the skilled workforce required to support that growth.

Key Outcomes

- Supported workforce growth across multiple hyperscale markets.
- Helped establish and expand data center operations in a new market.
- Delivered specialized technical talent aligned with inside plant and data center requirements.
- Reduced hiring risk through rigorous screening and qualification processes.
- Enabled the client to focus on customer delivery while HNM managed workforce acquisition and talent pipeline development.

Why Customers Partner With HNM

HNM combines deep industry expertise with technology-enabled workforce solutions to help customers solve complex staffing and workforce challenges across telecommunications, broadband, energy, enterprise technology, and digital infrastructure.

By understanding both the work and the workforce behind it, HNM helps organizations scale faster, reduce hiring risk, and build the teams required to deliver mission-critical projects.

