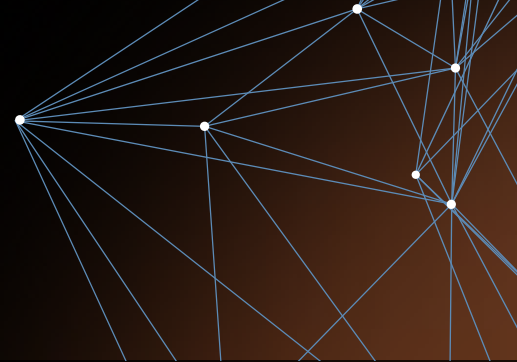




CASE STUDY

How HNM Helped a Digital Infrastructure Leader Build 37% of Its Workforce While Maintaining Data Center Quality Standards

As digital infrastructure projects become more complex and customer expectations continue to rise, organizations need more than technical talent. They need professionals capable of operating in high-performance, mission-critical environments where quality, safety, and execution cannot be compromised.

For one rapidly growing digital infrastructure and public safety technology firm, success depended on maintaining a workforce capable of meeting the rigorous quality, safety, and performance standards required by some of the world's largest technology companies. The company had built a reputation for delivering mission-critical communications infrastructure and public safety systems inside complex data center environments, earning opportunities with leading hyperscale operators across the country.

To sustain that growth, they needed a workforce partner that could identify, attract, and qualify the right talent at scale without compromising standards.

That's where HNM came in

The Challenge

As the company's data center practice expanded nationally, hiring became increasingly complex.

Data center projects required a different caliber of talent than traditional commercial infrastructure work. Technicians and project leaders needed to meet heightened expectations around quality, safety, professionalism, travel requirements, and customer-facing execution. As the customer described it:

"If we're doing data center work, it's like you're in the major leagues."

The organization needed people who could:

- Meet stringent safety and compliance standards
- Successfully operate in hyperscale data center environments
- Travel extensively across regions
- Maintain consistency across large, distributed project teams
- Progress into future leadership roles as the company grew

Finding those individuals consistently in a competitive labor market was becoming increasingly difficult.

The HNM Approach

Rather than acting as a traditional staffing vendor, HNM worked alongside the customer as an extension of their leadership team.

The relationship was built around deep collaboration, constant communication, and a shared commitment to quality. Throughout the engagement, HNM continuously gathered feedback on candidates, refined search criteria, and adjusted recruiting strategies to align with the customer's evolving needs. The result was a recruiting process focused on long-term fit rather than simply filling positions.

According to the customer:

"You just listen to us. We can be 100% honest with you about exactly what we're feeling with each person or each role that we're trying to fill. Then we figure it out and keep going."

Unlike many suppliers who ask customers to adapt to their processes, HNM adapted its approach to support the customer's standards, culture, and expectations.

The Results

The partnership has delivered measurable workforce impact.

Through HNM's recruiting efforts:

- Helped build approximately 37% of the company's sustainable workforce.
- Enabled scalable workforce growth across expanding data center and digital infrastructure operations.
- Delivered highly qualified talent aligned with the company's culture, quality standards, and long-term growth objectives.
- Supported a workforce strategy designed to sustain growth without compromising customer expectations.

Beyond the numbers, HNM helped create a workforce strategy that supported long-term growth.

Many hires entered the organization at foundational levels and progressed into increasingly complex roles. The company emphasized promoting from within, creating career paths that enabled employees to advance from commercial projects into data center leadership positions.

The result was a workforce model capable of scaling while maintaining consistency across regions and project sites.

Scaling a National Data Center Delivery Model

One factor behind the customer's success has been its ability to maintain a consistent customer experience regardless of project location.

Rather than relying entirely on local labor markets, the company developed a workforce model that combines regional teams with experienced traveling professionals, ensuring the same quality standards are applied across every project.

HNM supported this strategy by identifying professionals who not only possessed the required technical expertise, but who also aligned with the company's culture and commitment to excellence.

As data center construction expanded nationwide, this workforce model enabled the company to continue delivering for hyperscale customers without sacrificing quality or customer satisfaction.

A Partnership Built on Shared Values

For both organizations, the success of the relationship extends beyond recruiting metrics.

The customer credits the partnership to a shared mindset around quality, accountability, and long-term growth.

"I don't feel bad about having high expectations with you guys. You meet us at our expectation."

What began as a recruiting engagement evolved into a strategic partnership, helping the customer scale its workforce while maintaining the culture and standards that fueled its success.

Looking Ahead

The demand for skilled talent across digital infrastructure, fiber, wireless, and data center construction continues to grow. Organizations that can consistently attract, develop, and retain qualified professionals will be best positioned to capitalize on the unprecedented investment flowing into digital infrastructure.

By combining industry expertise, workforce intelligence, and a commitment to understanding each customer's unique needs, HNM is helping build the workforce powering the next generation of data centers and mission-critical infrastructure.

About HNM's Data Center Workforce Practice

HNM partners with hyperscalers, data center operators, contractors, engineering firms, and infrastructure providers to recruit and deploy the skilled professionals needed to plan, build, operate, and scale mission-critical environments. From technicians and project managers to leadership and specialized infrastructure talent, HNM helps organizations solve workforce challenges across the digital infrastructure ecosystem.

