

Employment Management Systems redefines e-recruiting and provides a solution “Where the Job Finds You!” using the Google Search Appliance



At a Glance

What they wanted to do:

- Provide a premium e-recruiting service with the world's best search
- Bring together businesses, HR departments/recruiters, and candidates
- Create a platform for advertising and value-added services
- Mobilise search in plug-and-play fashion
- Avoid ongoing capital investment in search

What they did:

- Launched Skills Connect, based on the Google Search Appliance
- Began advancing plans to integrate Google Apps, Google AdWords, and Google AdSense

What they accomplished:

- Delivered recognised, highly functionality search engine appealing to businesses and candidates
- Streamlined launch of new business
- United interests of businesses, HR, and candidates
- Avoided capital investment of bespoke search engine
- Enabled rapid scalability

Business

Maintaining a solid pipeline of talent is vital to any organisations ongoing competitiveness. Yet today, recruiting the best job candidates can be a complex, expensive endeavour. Most companies advertise on job boards and in newspapers and receive hundreds or even thousands of applications that must be manually sifted through and evaluated. Many companies also rely on recruiters and outsourced staffing services that charge costly fees.

New technologies, however, are reinventing the recruiting and HR landscape – and Employment Management Systems (EMS) is spearheading the trend. With Skills Connect, a new cloud-based e-recruitment tool based on the Google Search Appliance (GSA), EMS is providing an easier, more cost effective way for companies to interact with job seekers and manage human resources, recruiters, and candidates.

“At its heart, recruiting is all about search,” says Robert Day, Chairman and Founder of EMS. “With the Google Search Appliance integrated into our Skills Connect portal, EMS is offering a premium service that delivers candidates to HR managers that are ranked and profiled using the GSA’s powerful algorithms.”

“When we got the phone call from DMSBT that the GSA was live and working with no problems, Robert and I both looked at each other and said, ‘This level and ease of use and effortlessness just doesn’t happen with technology, does it?’ But it does: the Google Search Appliance gave us a plug-and-play experience.”

—Roy Prasad, CEO, Employment Management Systems

Challenge

Prior to founding EMS, Day owned and operated a recruitment company where he gained insight into the daily complexities of serving clients and tracking candidates. During that time, he pursued his vision of developing a new type of system that would simplify the complex experience of engaging hourly and contract staff from multiple agencies. He and his team started creating the patented Skills Connect application – first using freeware, and then the .NET framework. As application development progressed, the EMS team realised that search would be the core driver for the new offering.

“Our developers were leaning toward creating a bespoke search tool that would have been lower cost up-front, but we wanted to deliver a premium offering with the world’s best search,” says Roy Prasad, Chief Executive Officer of EMS. “We also needed easy serviceability, low ongoing maintenance costs, and the ability to easily scale search across a database of tens of millions of candidates. Google’s roadmap meshed exactly with what we were trying to accomplish.”

As part of the Skills Connect offering, EMS needed to support mobile functionality that would send SMS notifications to qualified candidates. The company also wanted to serve relevant ads on its e-recruiting platform and incorporate value-added services like interview coaching and CV development.

About the Google Search Appliance

The Google Search Appliance is an integrated hardware and software search solution that extends Google's award-winning search technology to websites of all kinds, including corporate sites and intranets. Organisations can use Google Search Appliance to make data on servers, content management systems, databases and business applications instantly and securely available from a single familiar search box. More than 25,000 companies worldwide use Google Enterprise search solutions.

About Google Apps

Google Apps is an enterprise-ready suite of applications that includes Gmail, Google Calendar (shared calendaring), Google Docs and Spreadsheets (online document hosting and collaboration), Google Sites (team site creation and publishing), and Google Video (available in select markets; easy, secure sharing of video content).

For more information visit:

www.google.com/a

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**—Robert Day, Chairman and Founder,
Employment Management Systems**

Solution

After extensive evaluation of quality, cost, and other factors, the EMS team selected the Google Search Appliance as the basis for Skills Connect. "There was no point in having a top-end application with a low-end search engine," says Day. "With the GSA, we knew we would not have to market our search engine to users. Primarily in the 35 and under demographic, our users know and trust the Google brand."

EMS worked with Rackspace to host Skills Connect, Wavenet to develop and deliver mobile connectivity, and Google Enterprise Partner DMSBT to set up and implement the GSA. DMSBT configured a trial GSA and experimented with search fields and configurations to optimise the search experience on Skills Connect. They then transferred the tested settings to a production Google Search Appliance.

"We simply swapped trial and production GSA boxes and went live," says Day. "Implementing the GSA was really that seamless." Adds Prasad, "When we got the phone call from DMSBT that the GSA was live and working with no problems, Robert and I both looked at each other and said, 'This level and ease of use and effortlessness just doesn't happen with technology, does it?' But it does: the Google Search Appliance gave us a plug-and-play experience."

Results

EMS has launched Skills Connect, an end-to-end integrated online recruitment and resource management portal is uniquely differentiated from job board and recruitment technologies. It offers three-way connectivity in bringing together HR/recruiters and the candidate into the one on-line marketplace. It also supports quoting and e-procurement functions that help make businesses more competitive and effective. HR and business unit managers can use the portal to access staff globally. For example, a company could use Skills Connect to manage its recruitment from Australia or the US to fill roles anywhere in the world.

"By using the power of the GSA and our own proprietary technologies, Skills Connect helps clients find the right candidate for the right role in the cloud without having to advertise on job boards or engage recruitment agencies," says Day. "We estimate that Skills Connect will deliver between 60% to 80% savings in recruitment costs to businesses."

Clients can either use the hosted Skills Connect powered by EMS, or "white label" it to their own organisational requirements and look and feel. EMS offers license to Governments for their own re-branded e-recruitment solution. EMS is working with Google and its other partners to enhance the capabilities of the new solution. "We envision using Google Apps capabilities like Google Video to conduct video interviews virtually, and Google Docs and Google Sites to provide training that helps candidates develop CVs or learn how to interview more effectively," says Prasad. "We also see Skills Connect as an invaluable online advertising platform that will help further connect businesses, candidates, and HR/recruiters in relevant ways."

Skills Connect serves candidates well by allowing them to register once and post their detailed profile along with a YouTube video link versus having to apply for the same roles on various job boards and career sites – often with little to no response. They also can nominate locations for jobs around the world, regardless of their current location. "Our tagline is 'Where The Job Finds You!' and we're very excited about our new e-recruitment business model," says Day. "But Skills Connect simply wouldn't be possible without powerful search provided by the Google Search Appliance."

