

# Sourcing CRM

Advanced Technology for High Performance Sourcing

# AVATURE

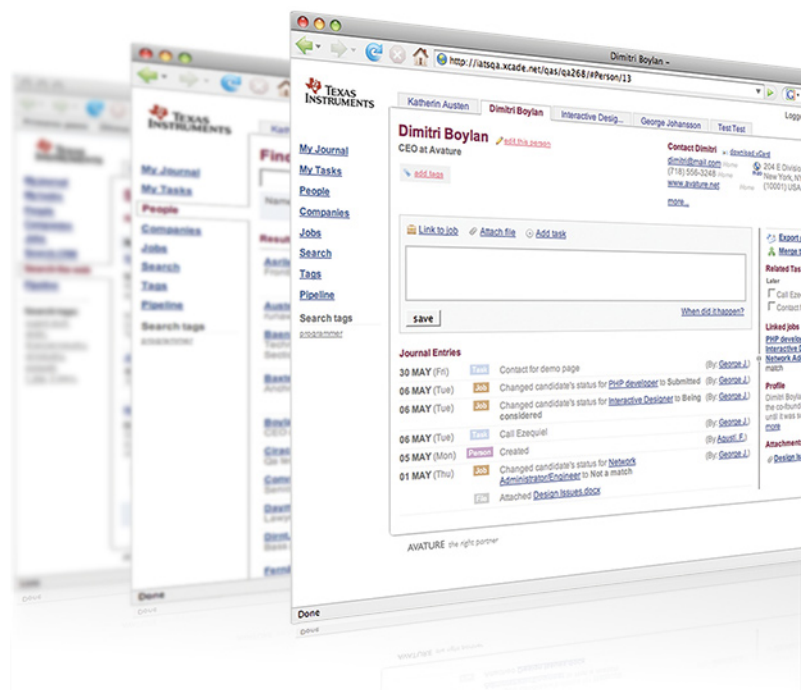
Struggling to get optimum performance from your Sourcing team? Forced to use an ERP tool to recruit passive prospects? Trying to map your competitors in your ATS? Looking for a CRM system to put in front of your ATS to build high quality Talent pipelines?

Our On-Demand Sourcing CRM is the only Enterprise CRM built specifically for global recruiting operations. Created by Dimitri Boylan, co-founder and former CEO of HotJobs.com, the system is the backbone of Avature's Sourcing business and services over 26 Fortune 2000 employers worldwide. If your recruiting strategy depends on high volume event-based sourcing or high-intensity passive sourcing, this system will dramatically improve your results.

We've developed powerful and cost-effective software that will take your recruiters out of Excel, Outlook, and other ad hoc sourcing and contact management solutions and put them onto a Web 2.0 system to ensure speed, collaboration, and user adoption.

## WIN THE TALENT WAR

To generate Talent on a global scale, you need to manage your Sourcing operation like a disciplined sales organization manages lead generation and prospecting processes. Think of Sourcing as a Sales Process, not just a filtering process. You've hired professionals that can sell your company's jobs to the right people. Now it's time to arm them with the best software possible to manage their activity towards successful outcomes.



- Deep Web Crawler
- Password Manager
- Social Network Integration
- Dashboard Reports

Get traction on hard to fill jobs that have strategic value for your company. Introduce a campaign superstructure that frees you from the Job-Centric ATS design and lets you build pipelines based on the profiles of successful employees across multiple geographies and skill sets.

Develop interactive marketing and E-mail campaigns, mine the Internet and Job Board's with ease, and construct and execute targeted passive candidate campaigns quickly - execute against these initiatives consistently until the right candidates are sourced.

Empower your users to reach into professional networks, expert forums, blogs, and more to develop high-value pipelines of talent that your competitors would die for. Motivate diverse teams spread throughout the world to identify, connect, and follow-up on multiple sets of talented professionals simultaneously. Manage, measure, and reward the behavior that delivers the results you need.

# System Highlights

## DEEP WEB CRAWLER

The Internet is a very big pond, is getting bigger every day, and it's filled with dynamic content. In order to take full advantage of it, you simply must automate some or all of your Internet sourcing. Our Intelligent Web Crawler is tuned specifically to search for open Internet resumes – it spiders the Web for information that represents a person's work qualifications, downloads this data, filters it for essential contact information, and indexes it to make it available for fast searching. Our proprietary parsing engine creates fielded Person Records automatically in the CRM to eliminate manual data entry requirements.

**Leave no stone unturned**

## COMMERCIAL JOB BOARD MANAGER

Manage your passwords and record the time your team spends searching and sourcing from commercial job boards. One-click searches of all your job boards, both free and paid, makes searching fast and easy. Instantly download your candidates directly into the CRM with the click of a button, saving time on data entry tasks. Online dashboard reports clearly indicate which job board is delivering the most candidates for your team.

**Optimize your assets**

## E-MAIL CAMPAIGN MANAGER

Nothing beats a targeted message delivered to a talented professional – except 50 targeted messages delivered to 500 talented professionals! Reach out to hundreds or thousands of qualified applicants in a single stroke. Use our advanced Forms Builder to create and store your e-mail marketing messages. Build lists of candidates effortlessly and deliver and track your outbound messages and inbound responses. Motivate your team to make full use of low cost, high return marketing with a complete set of results based metrics on all your E-mail campaigns.

**Low cost high return marketing made easy**

## UNIFIED COMMUNICATION

Track and consolidate conversations from the phone, email, and chat with ease. One click SMS communication with key candidates can make a critical difference to a high powered recruiter. Schedule, communicate, re-schedule, and delegate interactions with other people without losing the context of your actions. Menu-driven setup of VoIP Hotlines, Call Groups, Call Hunting, and other sophisticated communication tools found in Sales and Customer Service operations are finally available to your recruiting organization.

**Stay connected**

## SOCIAL NETWORKS & DYNAMIC PROFILES

Leverage Social Networks to stay connected and build relationships. Go beyond resumes and capture people's relationships, interests and ambitions. We allow recruiters to manage personal networks and easily develop representations of who a person knows and how they know them. Our Plaxo and LinkedIn integrations are just a few examples of how we leverage public Internet domains for maximum impact. Track people's career moves and re-engage previously qualified or previously contacted candidates when new opportunities arise.

**Refine the art of networking**

## INBOUND E-MAIL RESUME MANAGEMENT

Let's face it, no matter how many web pages you build, resumes have a way of getting into your Inbox. Avature delivers a robust, industrial strength resume management capability for e-mailed resumes. Our system automatically uploads resumes that come into your In Box, regardless of what e-mail system your company uses. Our resume parsing system reads the resume and extracts the critical information – including any attachments to the e-mail and the text of the email itself - to auto-build a complete person record in the system. No more typing of resume data into database records.

**More flexibility for the real life situations**

---

## **PARSING TOOL**

One of the most powerful utilities used throughout the system, our Parser saves time, over and over again, by reading un-fielded data and building out person records, job records and other important records in the system.

**Put the key board down!**

## **WORKFLOW BUILDER**

Managing follow-up conversations with multiple prospective candidates is still a fundamental challenge most systems struggle to address. Our workflow is easy to configure and easy to use. With administrator level access to the system, easily design your own sourcing workflow and then view your sourcing metrics in the workflow pipeline reports immediately. Point-and-click customization makes workflow configuration easy.

**Structure your team**

## **FORMS BUILDER**

Easily create usable and attractive forms for any situation and store them in the Forms Template Library. Build screening forms to automatically pre-screen inbound job board candidates, or build custom forms for phone screening candidates and store the completed screening form with the candidate record.

## **SUPER SEARCH**

If your system is slowing down because you have crossed the million resume mark, it's time for an upgrade.

- Search gigabytes of resumes, emails, and notes in a split second.
- Collect and search more information in your sourcing system than in your ATS or ERP system – because not everything belongs in an ATS.
- Search any general text spidered and downloaded from the web.

**The more data the better**

## **FULL FEATURED BUILT-IN JOB BOARD**

*(Optional)*

You do not need to have an Enterprise ATS to have a great careers section on your corporate website. Apply online options include simple “cut & paste”, “e-mail with attachment”, and structured application forms – you choose. All unstructured data is run through our Parser for automated record creation in the system. Use our built-in testing functionality to pre-screen applicants.

**From the creators of HotJobs.com**

## **EASY SET UP & EASY INTEGRATION**

Sourcing CRM is a hosted SaaS system. Data adheres to HR-XML standards, making integration into legacy HR ERP systems easy. Data can be easily uploaded from Excel, Outlook, Google Mail, and many other systems. This system was built knowing that many companies are committed to a legacy ERP recruiting solution that is costly to optimize for current recruiting needs. We'll work with you to plug into older systems for a minimum cost so you can boost productivity immediately.

**Stay Hassle Free**

---

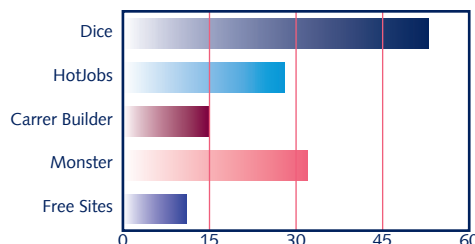
# Build a High Performance Sourcing Team

## A GREAT EXPERIENCE FOR MANAGERS

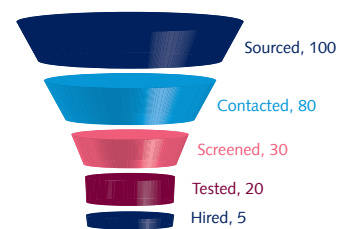
### *Dashboard Reporting*



Resume Source Meter



Recruiting Pipeline



Our online reporting dashboards bring critical data to life. With global access control to dashboards, managers can stop building and e-mailing updated Excel reports to each other. Understand the elements of productivity that lead to success and manage to your productivity benchmarks.

**User Productivity:** Easily and smoothly allocate and re-allocate projects and requisitions based on productivity, priority, and turnover.

**Asset Management:** Optimize your Commercial Job Board usage and save money and time.

**Assess Quality:** It's easy for Managers to drill down into reports - all the way to the resume - to assess quality.

**Deliver Continuity:** De-couple turnover of your own staff from candidate development and pipeline management.

## A GREAT EXPERIENCE FOR USERS

### *Rich Internet Application (RIA)*



Most software companies claim their user interface design decisions are made with the user in mind, but most often their UI's reflect their own product development road maps – add-ons on top of add-ons that confuse users and make training difficult. From our

experience at HotJobs and Yahoo!, we learned the importance of creating a system your users want to use. Our system makes the complex tasks of recruiting easy to perform on a daily basis.

# Features

## ► Sophisticated Web Research Tools

- Deep Web Crawler
- Social Networks Interface (Face Book, Linked In)
- Advanced Commercial Job Board Search Capability

## ► Commercial Job Board Manager

- Manage User passwords from a centralized place
- Conduct Simultaneous Searches on multiple systems
- Collect Search String data to train users

## ► Marketing/Recruitment Advertising Tools

- Campaign superstructure
- E-mail marketing features
- Built-in Interactive Key Word Advertising Tools
- Easy candidate source configuration
- Connects with 3rd party job distribution systems
- Built-in Corporate job board with testing features

## ► Advanced Contact Management

- Dynamic Profile & Relationship Mapping
- Easy Sync to Outlook, Plaxo, Palm, and Blackberry
- Client Email Calendar Integration
- List Import (CSV) for bulk data import
- Threaded e-mail
- Built-in Chat support (AOL, MSN, Google)
- Optional built-in VoIP and SMS service

## ► Fast Search

- Full Text Boolean resume searching capability
- Relevancy ranking optimization
- Save Searches
- Chat, e-mail, Tasks, and Notes search
- OFCCP Compliant Search

## ► Sourcing pipeline workflows

## ► Built-in Dashboards for on-line reporting

## ► Internationalization

- Choose a Language Skin for Users
- Capture International Addresses and phone numbers
- Search and Index resumes in any language

## SUPPORT

24x7 support in English,  
Spanish and German

**Contact us to get a demo now.**

# AVATURE

### **Ernie Kueffner**

*Eastern US*

ernie@avature.net

O: +1 (212) 380.4173

M: +1 (646) 729.8415

### **Michael P. Johnson**

*Pacific Northwest and Mid West*

mike@avature.net

O +1 (503) 334.0834

M +1 (773) 490.0590

### **Dan Diachenko**

*Southwest, Europe and Latin America*

dan@avature.net

USA : +1 (212) 380.4175

UK : +44 (0) 20 7099.2133

ARG: +54 (11) 5246.9100 x 314

Call 800.396.9806 | **www.avature.net**