

GO Recruits Intel



Case Study

Quad-Core Intel® Xeon® processor technology and Intel® Centrino® technology powered by the Intel® Core™ 2 Duo processor

GO Recruitment

With mobility and server solutions powered by Intel, GO Recruitment is able to access data, input new resumes, and retrieve candidates quickly and securely.

Challenge	Provide a recruitment solution for the IT industry.
Solution	Quad-Core Intel® Xeon® processor technology and Intel® Centrino® technology powered by the Intel® Core™ 2 Duo processor

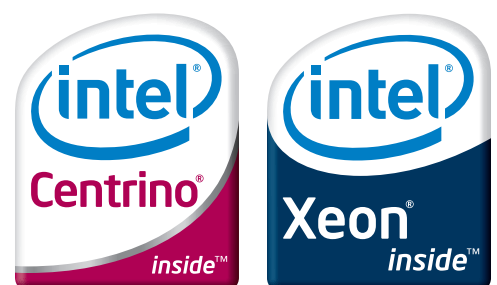
Summary

Hundreds of searches and thousands of resumes: Managing all that data and keeping team members engaged is what drives GO Recruitment, a recruiting firm specializing in the software industry, to leverage mobility and server solutions powered by Intel. Without candidates, positions to fill, and the power of each team member, there is no business so GO Recruitment depends on Intel.

Challenge

GO Recruitment Inc. was founded in 2002 to provide strategic recruitment and post-hire solutions for emerging technology companies in British Columbia (BC). Company partner Raymond To founded GO Recruitment in response to a slowing IT environment in BC where companies had limited funds for recruiting but still needed to staff positions.

To realized there was a business opportunity in providing software firms with options when looking for a recruiter.



The business started after a client asked him to come in house to screen resumes. He discovered other businesses also wanted to hire someone to handle pieces of their recruitment without being tied into the full and traditional recruitment model. Employers started to retain his company to handle any part of the recruiting process from screening resumes or conducting interviews to checking references. This 'a la carte' format allowed businesses greater flexibility and control over limited hiring budgets.

The basis for this innovative business model was in response to the post dot com bust. "In the post dot com bust, companies weren't willing to pay big recruiting fees anymore but still needed to hire people. My previous employers weren't willing to change to meet that need," recalls To. "I created a recruitment solution that gave businesses the flexibility, coupled with the ability to scale up and add new staff easily without impacting cash flow. It is a win win."

As the IT environment improved, so did To's business. Today, the company has four partners and two consultants, and is actively seeking to expand into new markets and offer new services. With expansion came the challenge of engaging all the partners and consultants so that they could leverage their collective experience and share candidate profiles. With consultants working inside the offices of their clients throughout British Columbia, technology was needed to enable high levels of collaboration.

"At the beginning I had a laptop, Internet connection and a spreadsheet," recalls To. "I eventually upgraded to a contact management and CRM solution but ultimately needed a system that was more customized to our business."

As the business expanded and more partners were added, the company needed a formal HR software solution, in addition to a more robust system that could be accessible remotely without taxing their computers with time consuming update downloads.

Needing mobility, To arms his staff and partners with notebook PCs so they can work from anywhere, at any time, but with databases expanding by 50 candidates every week, they needed more speed to quickly enter the system and screen new recruits.

Solution

After trying a few systems, the partners of GO Recruitment decided to implement an ASP model software solution called MaxHire*. MaxHire is a recruiting software solution with features and flexible workflow designed to help recruiting firms organize and match client data with candidate data from any location.

"MaxHire is focused on the recruiting business specifically which means the workflows we use are incorporated into the program," says Senior Partner Anna Shojania, who heads up the Sales and Marketing practice for GO and is a power user of technology. Another deciding factor was the solid ASP framework on which MaxHire was built.

"The owner toured us around their server room and I was impressed with the level of technology they purchased to run the system," says Shojania. "Without my database, I don't have a business so I need to know the program will be available and responsive when my partners and I need it."

MaxHire has standardized on SuperMicro* servers with Quad-Core Intel® Xeon® processor technology. Shojania was impressed with the speed, security and investment MaxHire had made in its technology. "They understand my business and I could tell our data would be secure."

It was a good decision. "Response from the database is much faster than before, both because of the way the software was built, as well as the speed of the servers," says Shojania. "We have everything at our fingertips and it synchronizes faster than before."

Key Advantages

For To and his team, speed is critical. His business is all about the candidates and clients stored in the database. Being able to access that data, input new resumes quickly, and retrieve candidates based on specific criteria is critical. Having his database housed on a secure and responsive server powered by Intel gives him a competitive advantage.

"Our database is our Intellectual Property and we can't memorize it all," says To.

"If we are spending less time on data entry, or administration, we can spend more time building the business. We have a lot of information in our business and we need to manage it, store it and share it."

- Raymond To, founder GO Recruitment

Database Means Business

At any given time, GO Recruitment is looking to fill between 20 and 25 positions. They are constantly adding to their database of candidates through online databases, social networking sites, advertising via on-line job sites, and cold calling to prospects.

With a database of candidates and job postings growing every day, To and his team depend on MaxHire to store, screen and manage the thousands of resumes they have in their database.

"By using technology to manage that data, I can grow my business. It has taken me more than two years to build up my databases to their current level, and losing that data would mean two years of business lost," says To. With MaxHire running on a secure server environment powered by Intel, he is confident his data is safe.



For To, the investment in MaxHire and his mobility solutions is well worthwhile. In addition to tracking critical candidates, the database helps manage the many client engagements ongoing at any time and allows him to track the status of every search quickly.

“The return on my investment is huge. I am seeing a return on my investment of more than 100%. Without it, I wouldn’t be able to function. It is a big multiple in terms of the return on my investment. It is both affordable and so reliable, I don’t even think about what it might be like to not have that level of access to information.”

Technology Ties Company Together

While GO Recruitment has two Vancouver offices, staff also split their time between client sites and their home offices. The company depends on flexible hardware solutions that allow them to connect to their corporate data, and other team members, from anywhere.

“Our model offers flexibility to our clients and for ourselves. With access to leading technology, we can serve clients 24/7. When we need to collaborate, we can reach each other quickly and easily, whether we are in the office or at a client site. Technology helps keep us together by allowing us to share data, generating new ideas, and keep in touch with each other in this virtual environment..”

Technology is a pillar of our business, explains To who depends on wireless access and his Sony Vaio* with Intel® Centrino® technology powered by the Intel® Core™ 2 Duo processor to provide instant accessibility and remote connectivity he needs to be productive. “Without technology, our company would be weaker. We work independently while leveraging the experience of the group. It’s a more powerful solution for our clients.”

Mobility Adds Flexible Advantages

Maryann Boychuk, GO Recruitment partner who heads the Software Development practice has also found that providing three options for work space has helped her attract top talent to the firm. “There is a great work-life balance because you can work from anywhere, whether its home, the office or a client site,” says Boychuk, adding that with notebooks featuring Intel® Core™ 2 Duo processor technology means that partners and staff have the speed and power they need to complete their work quickly.

With staff often working from client sites, they become an extension of the businesses’ HR department which for GO Recruitment is a competitive advantage. When To decided to purchase his Sony Viao* notebook, he was looking to increase the speed with which he could access corporate databases and conduct searches. With Intel inside, he’s getting the speed he needs, and the ability to work from anywhere while accessing the data he needs to complete a search.

“We give our clients all of our attention because we are there working specifically on their searches,” he says. “We sell the on-site attention, as well as the quality of the candidates in our database ... and we won’t put a candidate forward to more than one firm at a time. We offer a higher value service, but we can do it at a lower price because of our technology.”

With notebooks powered by Intel® Centrino and Intel® Core 2 Duo processor technology staff can connect wirelessly to GO Recruitment data and fill the client's positions before moving on to the next assignment.

An added advantage for GO Recruitment with moving to the ASP model is that MaxHire can accommodate both Mac* and Windows* platforms. One recruiter chose to purchase a MacBook* with Intel® Core™ 2 Duo processor technology and has the same fast access to data as the other team members.

Future Uses

To see more growth in the future, which underscores his need for a powerful software and hardware server solution that can handle the increased data that growth will bring. He is looking to expand into new geographies, such as China and Singapore, to grow his base of both clients and candidates, which will require additional use of technology to tie the business together.

He is also looking to bring in web cams to facilitate candidate interviews as an alternative to face to face meetings with both candidates. With a built-in web cam on his Sony Viao* notebook, he can conduct interviews from any wireless hot spot. He also sees web cams as an option to help keep his staff connected by providing more face to face contact over the Internet.

With a database that is accessible from an ASP host, To also sees opportunity to partner with other recruiting firms to facilitate global or national searches. This could allow companies to collaborate on a search and leverage a centralized repository of client and candidate data.

GO is currently not part of any recruitment network but the goal is to build out a franchise model and to achieve this, technology will be a necessity and competitive advantage.

Another area of growth could come from branching into a new industry sector. To is investigating the needs of companies, such as the marine industry, which need higher numbers of lower salaried workers. There is an opportunity to customize a solution for these businesses, and even to manage their entire HR process from hiring to payroll. To be effective, GO Recruitment will need powerful server technology, such as the quad core technology used by MaxHire, to ensure the candidate positions are filled and employees are paid without a hitch.

For more information on
Quad-Core Intel® Xeon® processor, visit www.intel.com/quadcoreserver
Intel® Centrino® processor technology, visit www.intel.com/centrino

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