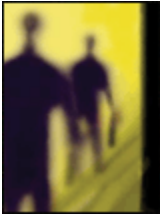


Optimize

January 2006, Issue 51



Automating HR

With recruiting needs heating up and HR departments also straining to meet employee requirements, third-party solutions are gaining popularity. The Yankee Group estimates talent-management application spending at \$662 million for 2005 and \$794 million in 2006.

Executives like Freddye Silverman, VP of HR technology at Cendant Corp., are receptive to the idea of automation. Silverman is counting on Taleo's on-demand software to help her address an immediate need: repositioning 90,000 employees around the globe in a newly restructured organization. Cendant—which owns brands such as Avis and Budget car rentals, Century 21 real estate, and Windham hotels—is breaking into four independent companies this year.

Meanwhile, Lisa Arnold, staffing-system analyst at Honeywell, faces tasks like sifting through 4,000 resumés that are pouring into the company Web site in response to recent ads. At the same time, HR has to revamp employee-assessment criteria companywide and offer compensation-incentive program guidance. For all these reasons, automation options are on the rise. —[*Paula Klein*](#)