

## Recruitsoft Acquires White Amber

*Deal allows the bundling of permanent and contingent workforce management tools*

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The workforce management software domain saw further consolidation today as Recruitsoft acquired White Amber for an undisclosed sum.

Workforce management, a subset of human capital management (HCM), can include training, hourly tracking, self-service HR, scheduling, and more. The space involves managing employees both permanent and contingent.

It's in this zone that Recruitsoft and White Amber are complementary, says Diane Pardee, VP of marketing for Recruitsoft. "We manage for the permanent hire and White Amber does contingent." That's the big difference between the two companies; otherwise, they play in the same market segment (enterprises, with Recruitsoft's reference accounts including HP, Gillette, and Dow Chemical) and both have hosted models.

Recruitsoft is reconfiguring White Amber's code for the Recruitsoft platform. But Pardee is at pains to point out that this is not just a technology-driven acquisition. "We're retaining all White Amber employees," she says.

Pardee says that, after folding in White Amber, Recruitsoft will have 150 customers. Of these, a third have integrated Recruitsoft with their back-end enterprise resource planning (ERP) systems, such as those provided by SAP, Oracle, and PeopleSoft. Recruitsoft has a partnership with integration specialist webMethods to ease this type of customer integration.

Analyst Monica Barron of AMR Research says that Recruitsoft has "good technology but is also focused on the best practices of recruiting -- they have an arm that studies the best way of doing recruiting." She points out that Recruitsoft's competitors in the permanent workforce management include companies like BrassRing, Hire.com, and PeopleClick.