

Recruitsoft, San Francisco, California Product Suite Recruitsoft 5.1: Enterprise Staffing Management with ACE Configurable Workflow

Overview

During 2002, Recruitsoft has proven it is strong, nimble and capable of supporting and servicing large, enterprise buyers. From the talent management lifecycle perspective 1, the company's strengths are apparent in the plan, attract, select, hire, and deploy areas of the Talent Management Lifecycle. It touches the develop phase though its partnerships. The company does a fine job in marketing its strategic services as an important element of its platform's adoption and ultimate value. Recruitsoft's roots go back to the Canadian-based job board, Viasite. By 1998, Viasite founder Martin Ouellet had sold the successful job board and teamed up with Recruitsoft CEO, Louis Tetu, to begin development of Recruitsoft's first product, Recruiter WebTop. Originally, Recruiter WebTop, delivered via ASP, provided basic candidate management, Applicant Tracking and workflow automation. It was one of the first platforms to be based on skills profiling as part of recruiting. In early 2002 Recruitsoft released its latest product suite, Recruitsoft 5: Enterprise Staffing Solution with "ACE Configurable Workflow". With this release, Recruitsoft took its place as one of the leading vendors of full lifecycle Talent Management systems technology. Recruitsoft employs more than 170 research and development professionals in Quebec City, Quebec. It has approximately 350 employees with offices in North America and Europe, including new locations in Paris, Amsterdam and Singapore. The company has plans to expand its workforce to 400 employees within the next few months. Recruitsoft also states its infrastructure can support a ramp-up of six times its current customer base in the next 18 months.

Market Position

Recruitsoft brings supply-chain concepts to staffing management. Several of its senior executives launched and grew the supply chain automation company, the Berclain Group. This company was sold to Baan to become Baan Supply Chain Management. Recruitsoft's management team has evolved the company's solutions through well thought-out, calculated moves, designed to attract just the right set of customers. Originally branded around the concept of a Hiring Management System, Recruitsoft has evolved to pursue a broader image around the concept of "powering enterprise staffing." With the advent of its ACE Configurable Workflow, Recruitsoft has repositioned and re-branded itself as an enterprise staffing management solution. A centerpiece of Recruitsoft's positioning is its strategy regarding customer acquisition. Recruitsoft demurely states it targets then qualifies customers on the customer's business process re-engineering intentions and budget before entering the sales process. For Recruitsoft, this strategy acts as a useful filter for its sales and marketing resources. This strategic sales approach helps Recruitsoft manage buyer expectations and allows the company to influence how the product is being adopted. It also contributes positively to the knowledge base of the Talent Market as a whole by providing buyers with much needed consulting expertise around staffing management and systems reinvention, including business process re-engineering and change management. In the end, this strategy helps Recruitsoft focus on the most likely success stories. This is key for any company trying to gain sales velocity and customer adoption in the Fortune 500.

Company Vision/Product Direction

In 2002, the Recruitsoft 5.1 robust offering goes well beyond eRecruiting. Recruitsoft is targeting new development towards workforce planning, resource deployment and integration with the CFO's office. The company plans to continue to expand its customer training and adoption programs; for example, Recruitsoft 5.1 includes an eLearning module for its Hiring Manager WebTop. Recruitsoft will continue to integrate other pieces of the Talent Management lifecycle equation to complement its existing products and services. Recruitsoft has also moved its branding towards encompassing terms such as "staffing," rather than the more limiting "recruiting." (Recruitsoft may face an uphill branding battle given the name of the company.) Recruitsoft has formed an advisory board made up of senior level HR executives from its customer base, other large corporations (i.e., Sun Microsystems) and industry experts to help advise on the company's future directions. Additionally, the company has established six Regional User Groups (Eastern, Central, Western U.S.; Canada; and Asia-Pacific) and a Product Council to help guide content for news releases and facilitate knowledge sharing.