

Oracle Telesales Meets Oracle HRMS – A Powerful Boost to Both Sales and Recruitment

Dean Welch,

Vice President of Human Resources, IT Convergence

Presentation Objectives

- Streamlining Oracle systems to meet the 21st century search for talent
- Re-defining Recruitment as Business Development within Oracle CRM
- Learn how to use Oracle CRM technology to build executive search headhunting techniques

The Challenge of Recruitment in the 21st Century

- The available workforce keeps growing – but needs are increasingly complex
 - *I need a consultant who speaks fluent English and Hungarian, is an expert in GL, AP, FA, AR, CE, SOX, knows a little about Oracle-DB2 interfaces, and can start next week in South Dakota...*
- The best candidates long ago stopped...
 - *Answering newspaper ads*
 - *Visiting your websites job vacancy page*
 - *Might not even take a call from a recruiter*

Balance of Power has Shifted

- Employer/Applicant paradigm has changed
- Top talent remains interested – but they need to be *sold* on opportunities
- Executive positions, top performing sales representatives, and tech. specialists are the most difficult positions to fill

What came first, sales or recruitment?

- Sales may be the motor that drives business but....

- Recruitment's importance to business development is second only to vision, mission and values

- Professional Service organizations face a special challenge

Solution – Unify Sales and Recruitment Processes

- Oracle Telesales can be used to support a robust Sales-Recruitment pipeline
 - *Establishes One Source of Truth from the beginning of the recruitment cycle*
 - *Easy to associate sales opportunities with staffing needs*
 - *Allows recruiters to conduct, fast, streamlined, focused searches*

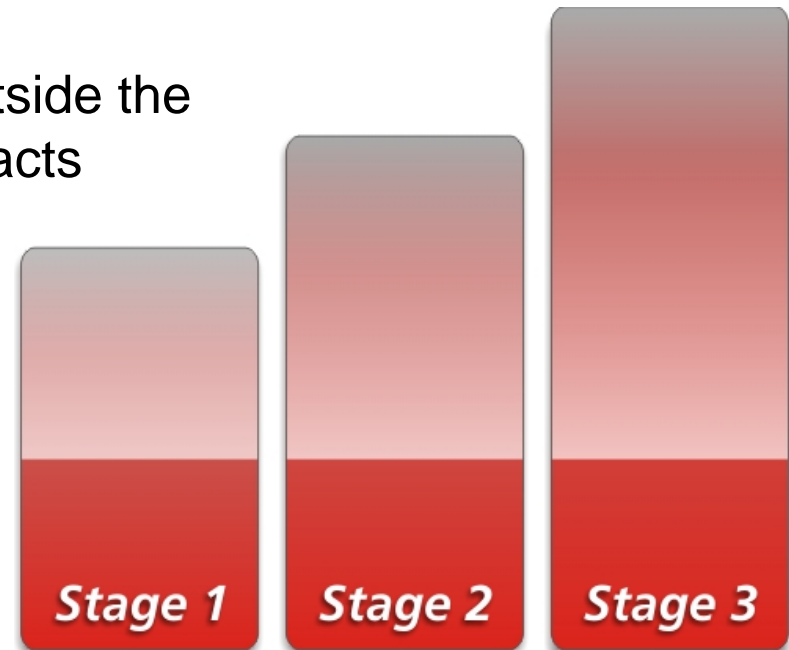
Case Study – the IT Convergence Experience

- IT Convergence provides consulting, support, education, development and web services for Oracle
- Offices in the US, Mexico, China, and Argentina
- Delivers services globally – Has a global workforce and recruitment needs
- Privately owned, privately funded from the start



Evolution of Needs to Solutions

- **First Stage** – Recruitment based on personal contacts with founding partners
- **Stage Two** – Recruitment based on referrals from employees
- **Stage Three** – Candidates from outside the company, both applicants and contacts



Recruitment/CRM Footprint History



Extremely User Friendly



E-mail integration so strong it became the sales' team's Inbox



Fantastic Visual Document Storage and search capabilities

Grow Forces Change

- Need to accurately predict sales forecasts and project revenue
 - Strong commitment to concentrating our business processes on the Oracle E-Business Suite
 - *Oracle Financials in 2004*
 - *Oracle HRMS in 2005*
 - *Project Resource Management in 2006*
- iRecrutiment the logical choice....?

Why Oracle CRM

- No need to split sales and recruitment data
 - *Need to operate on “Just in Time” recruitment principles*
- Management of the client and/or candidate contact database

Key Challenges of Establishing a Dynamic Sales-Recruitment Pipeline with an OTS-HRMS Solution

- “Out of the Box” OTS architecture is rigid
- Search function was initially very slow
- “Save Search” functionality is not sufficient

Oracle OTS-HRMS Innovations

- Modify the Universal Search
- Add Resume Search functionality
- “Contact to Applicant” Interface between OTS and HRMS

Universal Search Too Generic...

Universal Search
Find: Party Relationship

Quick Search | Expanded Search | Saved Results

Select

- First Name [] Last Name []
- Organization []
- Organization [] First Name [] Last Name []
- Organization [] State [] Country []
- Email Address []
- Job Title Type [] Country []
- Job Title Type [] State [] Country []
- Job Title Type [] Postal Code [] Country []
- City [] State [] Country []
- Organization [] Country []

Include Inactive

Clear Search Close

Universal Search
Find: Party Relationship

Quick Search | Expanded Search | Saved Results

Basic

First Name [] Last Name []
 Organization [] Number []
 Job Title Type [] Account Number []
 Phone [] Email []
 Country: United States Address Style: US
 Address1 [] Address2 []
 Address3 [] Address4 []
 State [] County []

Advanced

Item	Condition	Value

Include Inactive

Save Criteria Open Criteria Clear Search Close

Universal Search
Find: Party Relationship

Quick Search | Expanded Search | Saved Results

View Status

Active (0) Inactive (0) All (0)

List Name	Active	Owner	Creation Date	#

Update List Status

List Name [] Active Place on Work Queue

Description [] Update

Back Open Apply OK Close

...Answer “ITC Universal Search”

The screenshot displays the 'ITC Universal Search' application window. The interface includes a menu bar (File, Edit, View, Folder, Tools, Window, Help) and a toolbar. Below the toolbar, there are several tabs: Party Relationships, Organization, Person, My Buddies, My Territory, My Leads, My Opportunities, Resumes, Tasks, Saved Results, and Results. The main content area contains a search form with the following sections:

- Company Name** and **Website Address** (text input fields)
- Person First Name**, **Person Last Name**, and **Job Title** (text input fields)
- Party Relationship Type** and **Email Address** (text input fields)
- Location** section with:
 - Address 1**, **City**, and **Country** (text input fields)
 - Address 2**, **State**, and **Territory Region** (text input fields)
 - Zip Code** and **Phone Area Code** (text input fields)
- Industry** section with:
 - SIC Code Type**, **SIC Code**, and **Business Market Code** (text input fields)
- Others** section with:
 - Employee Growth** and **Revenue Growth** (text input fields)
 - Decision Maker** (checkbox)

At the bottom of the form, there is an **Include Inactive** checkbox and **Clear** and **Search** buttons.

- Unifies Search Fields
- Expanded Search Flexibility
- Enhances a recruiter’s ability to focus efforts

Creation of the "My Buddies" Tab

The screenshot shows a web application window titled "ITC Universal Search". At the top, there is a navigation bar with several tabs: "Party RelationShips", "Organization", "Person", "My Buddies", "My Territory", "My Leads", "My Opportunities", "Resumes", "Tasks", "Saved Results", and "Results". The "My Buddies" tab is currently selected and active. Below the navigation bar is a table with four columns: "Organization Name", "Person First Name", "Person Last Name", and "Phone Number". The table contains five rows of data, with the last row, "CUMMINS, INC.", highlighted in blue. A scrollbar is visible at the bottom of the table area.

Organization Name	Person First Name	Person Last Name	Phone Number
RIVERDEEP, INC	PAUL	BIONDO	
JACK IN THE BOX, INC.	SUE	CARLSON	
ADECCO, INC. - MEXICO	MIGUEL	GUADARAMA	
ALPHA NATURAL RESOURCES, LLC	EDDIE	NEELY	
• CUMMINS, INC.	JEAN	BLACKWELL	1 415 978-2230

Resume Search Added to OTS Architecture

The screenshot shows the Oracle Applications ITC Universal Search interface. The browser title is "Oracle Applications - itcapps - prodiset". The menu bar includes File, Edit, View, Folder, Tools, Window, and Help. The address bar shows "ITC Universal Search". The navigation tabs include Party RelationShips, Organization, Person, My Buddies, My Territory, My Leads, My Opportunities, Resumes, Tasks, Saved Results, and Results. The "Resumes" tab is selected.

The search criteria are organized into three main sections:

- Location Information:**
 - Country: []
 - City: []
 - State: **Maryland**
 - Zip Code: **20906**
 - Phone Area Code: []
- Prequalification Data:**
 - Relocation: []
 - Background: []
 - Visa Sponsorship: **No**
 - Skill Set: []
 - Seniority: From [] To []
 - Total Compensation Expectations: From [] To []
- Resumes Content:**
 - Search String: **Oracle Financials AND Oracle CRM OR Oracle HRMS**
 - Linked to Party
 - My Buddies

At the bottom right, there are "Clear (G)" and "Search (I)" buttons.

Resume Search Characteristics

The screenshot shows a web-based search interface for resumes. It is divided into three main sections: Location Information, Prequalification Data, and Resumes Content. The Location Information section includes fields for Country, City, State (set to Maryland), Zip Code (20906), and Phone Area Code. The Prequalification Data section includes fields for Relocation, Background, Visa Sponsorship (set to No), Skill Set, Seniority (From and To), and Total Compensation Expectations (From and To). The Resumes Content section includes a Search String field containing 'Oracle Financials AND Oracle CRM OR Oracle HRMS', and checkboxes for 'Linked to Party' (checked) and 'My Buddies' (unchecked). At the bottom of the form are 'Clear (C)' and 'Search (I)' buttons.

- Allows resumes to be stored with contacts
- File flexibility
- Complete searchability
 - e.g. Search all resumes in a zip code, with a certain skills set
- Search terms highlighted when viewed

Contact to Applicant Interface

- Automatically convert OTS contacts to applicants
 - This creates a file for the applicant in OTS
- When applicant is hired, the HRMS record is updated, and HR is automatically informed
- Automates key portions of process to eliminate potential Pitfalls

The OTS-HRMS Solution Continues to Evolve

- Incorporation of Process Tasks into the interview and reference stages
- Interface with Noetix, for ease of reporting
- Like OTS to Oracle Project Resource Manager to further streamline sales/recruitment pipeline
- Implement competencies into the candidate evaluation process
- Establish dynamic relationship associations

Q&A