

FOCUS ON SUCCESS 2007

Talent Technology changes the face of recruitment

Richmond-based software company poised for triple digit growth

With a burst of growth that doubled its business last year, Richmond-based **Talent Technology Corporation** is poised for even greater expansion as the challenging labour market continues to increase the demand for the company's talent acquisition software solutions.

With the current labour shortage and a growing need for talent, few issues have become more critical to business than the need to efficiently recruit and hire quality employees. Since 1999, Talent Technology achieved its success by providing software to organizations that melds the science, art and business of recruiting.

Talent Technology's **HireDesk** and **Resume Mirror** product lines provide industry leading recruiting software applications and technology to over 400 companies including **CB Richard Ellis, McKesson, AT&T and Workopolis** and local customers like **Sierra Wireless, Ledcor, and Lock Search Group**.

The company's products have won the influential Human Resource Executive Magazine's Top HR product award in 2004 and 2006 and are finalists for the Software & Information Industry Association's prestigious Codie awards.

Talent Technology's customer base doubled last year to 425 clients and the company is eager to double again this year according to Talent Technology Corporation's president and CEO **Jade Bourelle**, who is a winner of BIV's prestigious 2006 40 Under 40 award.

Now, Bourelle and his growing company are facing the challenge of recruiting new employees to continue the expansion that saw it grow from 80 to 105 employees last year. Talent Technology plans to hire about 30 more people in 2007 to support and drive the company's growth plan.

Bourelle said Talent Technology is hiring additional people across the company from account managers and customer service to developers and sales professionals.

"Talent Technology is growing incredibly fast and the pace around the office is amazing," said Ruby Bleiker, a Sr. Marketing Manager at Talent Technology. "Everyone is focused on winning and the team approach we have makes this a great place to work. The growth of the company means the individual growth opportunities for everyone are excellent."

Jeff Summers, a 7 year veteran with Talent Technology and an original founder at just 18 years of age, is the Manager of Client Services. He adds, "Over the past few years, we have

learned a lot about the market and are now being rewarded by our customers as they grow and expand their use of our products. I am excited about our potential and happy with all the experience I have gained over the past 7 years."

"Talent Technology is growing incredibly fast and the pace around the office is amazing."

—Ruby Bleiker
Sr. Marketing Manager

Recently joining Talent Technology as **Vice Chairman and Chief Operating Officer is Bob Gordon**, a former CEO of Platform Computing and Mindjet Corporation, and a former Sr. VP of Oracle Europe. "Talent Technology is a great company and is in a market place that really needs its products. This was what initially attracted me to the company and what drives us as we aggressively grow the business."

Gordon joins an already strong management team that includes Paul Lancaster (former Vice President, Finance of Ballard Power Systems) and Proj Patel (former Director, World Wide Product Marketing with Open Text Corporation and Vice President, ASP Division with Delano).

Talent Technology's HireDesk products help small to mid-sized corporations and recruitment firms manage



Talent Technology's Richmond based Team

the entire recruitment process with sophisticated candidate search, tracking and relationship management capabilities. Bourelle said HireDesk allows companies to hire better people more quickly while helping them continually improve their recruiting results by making the process more visible throughout the organization and by measuring post-hire employee performance.

"The efficiencies the HireDesk system gives our team is fantastic," stated **Raymond To, Managing Partner, GO Recruitment**, a local Vancouver recruiting firm. "With HireDesk, we have clarity and visibility into our operations and this has definitely helped us grow our business. In fact, we have experienced over 400% growth in billings since deploying the HireDesk product. Using HireDesk, we are able to focus our time and efforts on satisfying clients and building the business. Talent Technology has

always listened to our suggestions and worked as a partner to evolve the software to meet our needs," continued To.

HireDesk saves users valuable administrative time by automating and improving all recruiting and hiring tasks including posting job descriptions on multiple job boards and managing inbound applications, candidate testing, background checks and generating standard interview guides.

Talent Technology's Resume Mirror products, serving larger corporations and recruiting firms, extends and complements the talent acquisition modules of Oracle and SAP as well as custom systems built by larger organizations. These modules automate the electronic processing of resumes and help identify ideal candidates quickly.

Imre Togyi, Director of Marketing with Talent Technology said, "One of the largest recruiting agencies in North America is using Resume Mirror's intelligent search technology to help their clients quickly find temporary staff from over 3 million candidates in its resume database. The return on investment for this client was remarkable. We helped them place an extra one or two candidates a week across 300 offices. The 300 to 600 additional placements per week is very significant in terms of both revenue and client satisfaction," added Togyi.

"Talent Technology provides its products to customers as software-as-a-service and typically has 5,000 users a day accessing its products online by logging onto its data centres," said **Peter Clare, Talent Technology's Vice President, Recruiting Market Sales**. Clare adds that Talent Technology's software-as-a-service solutions provide clear cost advantage to its clients as they pay only for the use of the software instead of paying cash upfront to buy software. In addition, users don't require additional hardware or need to physically install and maintain any software. Importantly, the products are accessible from anywhere there Internet access, making it easy for remote employees or distant offices to use and have access to the same database of candidate information.

"The Software as a Service (SaaS) business model has been very clearly established within various software industry segments, including quite noticeably, the HR segment," said **Randy Garg Technology Practice Leader (Western Canada) for PricewaterhouseCoopers Corporate Finance Inc.** "Many companies that have embraced this

model are also enjoying significant investment interest and attractive valuations from both the capital markets and as sought after acquisition targets. Talent Technology has been an early participant in this SaaS wave, and appears to be reaching a level of critical mass to be noticed in their industry."

With an aging North American population and fewer people in the workforce predicted every year, the recruiting industry is seeing pressure from businesses of all kinds for a steady stream of qualified job candidates.

"We are really driving our focus over the next few years into leveraging technology to find and attract candidates on the Internet," said **Praj Patel, Executive Vice President of Client Services and Development** at Talent Technology. "We are finding right now that HR software is becoming more important to IT departments and their parent organizations. There is a lot of focus not just on the talent acquisition systems we sell, but across the full range of HR software available. This trend is fuelling industry wide growth and certainly the growth we are experiencing," added Patel.

Also contributing to Talent Technology's success is the caliber of key investors that started the company. Among the illustrious group are former CEOs of Compaq Canada, Ford Motor Company, and Canada Trust Financial among other financial, human resources and technology giants.

"As the very first investor in Talent Technology I have been able to follow the company from day one. What has impressed me from these early days is the leadership and vision provided by Jade Bourelle and how he and the management team consistently focused on the execution of their strategy—disciplined, driven, and committed to achieve growth with bottom line profitability," said **Eric Dysthe, Founder and former Chairman, Mobile Data Solutions, Inc.**

"We have a great group of investors who have become advisors and board members for us over the years," said Bourelle. "It's a real advantage for us in terms of their network, their willingness to help us find customers and also their ability to at times mentor some of our staff, so we get a lot of leverage out of our investor base."

Looking forward, Bourelle is excited about Talent Technology's prospects. He said Talent Technology aims to double its current revenues this year.

"We are at a stage of our business where our industry and the economy are lined up to really enable our growth," said Bourelle.

Talent Technology Corporation – Talent Acquisition Solutions for Recruiting Firms and Corporate HR Teams



Talent Technology delivers the solutions and capabilities required to achieve the business and talent acquisition goals of many of today's fastest growing and most successful organizations.

With Talent Technology's talent acquisition solutions you are able to:

- Quickly capture the majority of candidates applying via your career portal – no forms!
- Identify top candidates from your candidate pool in seconds
- Improve recruitment team performance
- Respond faster to clients, hiring managers and candidates
- Improve the quality of candidates placed or hired

"With Talent Technology, we have experienced over 400% growth in billings since deploying the product."

— RAYMOND TO, MANAGING PARTNER, GO RECRUITMENT



www.talenttechnologycorp.com



www.hiredesk.com



www.resumemirror.com