



SHL USA delivers revolutionary e-business recruiting solution with Casahl's ecKnowledge®

Industry experts and HR professionals agree—the Internet is dramatically changing the traditional job search process.

Recent surveys indicate that 79 percent of companies use the Internet to recruit new hires, 45 percent of Fortune 500 companies are recruiting online and 50 percent now employ workers recruited via the Internet. An independent study found over 25,000 job posting web sites available to candidates and over 5 million resumes floating around the Internet. Even more astounding, it is predicted that over 16 million resumes will be on the web by 2002.

SHL Group targets next generation recruitment

SHL Group, a pioneer in the evolution of Internet technology for use in recruitment, has developed the first Internet-based tools for managing the flood of information in this new marketplace. As an eBusiness pioneer, SHL Group is conducting successful Internet transactions with trading partners worldwide.

Founded just over 20 years ago, SHL Group has over 550 staff working for over 5,000 corporate clients in 37 countries. A world leader in the human resources industry, SHL Group provides client-focused HR solutions including recruitment and assessment; performance management; training and development; and performance evaluations.

SHL provides integrated services to assist clients in making faster, more effective hiring decisions. As part of their technology solution, SHL provides measurement tools that transform raw data into a useful, relevant candidate profile.

SHL develops and hosts content of web pages on client sites from which candidate information is collected and processed in SHL's internal applications. In 1996, SHL began develop-

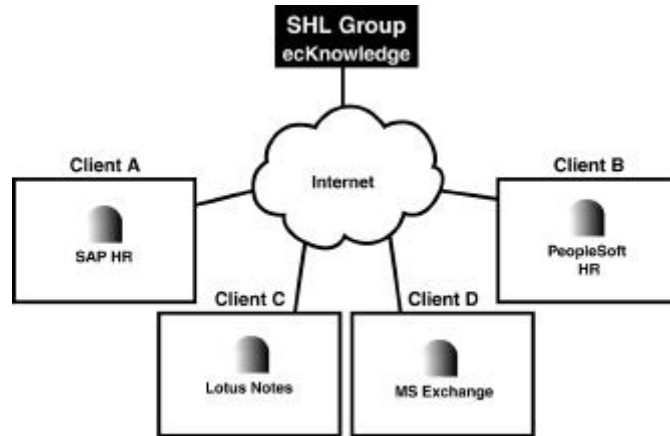
ing a system to automate the delivery of this highly sophisticated human resource data to their clients. What SHL needed, however, was a mechanism to integrate this data with their clients' applications through the Internet. The solution they needed was a mechanism that could easily handle the following requirements:

- SHL should be able to manage the mechanism without having to install applications at each client site
- Clients should be able to use the application of their choice to receive the data
- Clients should be able to easily change candidate profile information
- The information should be transmitted via the Internet
- Each client's application system should be 100% secure
- To reduce network traffic, only new information should be delivered



We've used ecKnowledge in production for over three years and it's easy to use, it's flexible, it's scalable, it offers multiple connectivity options, and it just doesn't fail.

— Robert Leduc
Data Services Team Leader,
SHL Group



SHL's Solution

As the solution to meet all of their requirements, SHL North America implemented Casahl Technology's ecKnowledge®. The solution they implemented is best described with the diagram above.

Description of SHL's Solution

Data in SHL's internal application is delivered to applications at client sites via the Internet on a daily basis. Only information that is new since the last delivery is replicated. Client profile changes are easily communicated to-and-from SHL by ecKnowledge.

The ecKnowledge solution satisfies all of the requirements needed by SHL. Namely:

- Additional applications are not required at client sites. SHL acts as an Application Service Provider (ASP). As such, SHL bills clients based on the volume of data delivered. This per-transaction-based model gives SHL a lucrative business model that is cost-effective to clients.
- A client can choose any application of their choice such as SAP, PeopleSoft HR, Lotus Notes, Microsoft Exchange, etc.
- Changes required by the client are implemented easily.

- Information is communicated through the Internet.
- Many clients provide SHL with a port in their VPN network, therefore, each client's security system can be enforced automatically.
- SHL uses ecKnowledge's incremental replication mechanism to discover new candidate information and deliver only the incrementally new information to clients. This mechanism is superior to the standard "file dump" type of delivery in the industry.

Description of ecKnowledge

Casahl Technology's ecKnowledge® can integrate business processes between companies (business-to-business, or B2B) as well as within a company (department-to-department, or D2D). It offers vast connectivity to all DBMS, ERP, legacy applications, web portals, groupware, and desktop applications. ecKnowledge can be used to integrate a variety of eBusiness tasks—from product information proliferated among supply chain partners' websites to tight business process integration among partners' ERP systems. ecKnowledge is built with an architectural foundation that supports natively load-balancing and fail-over capability among ecKnowledge servers, achieving the much

needed scalability and fault tolerance requirement in eBusiness. ecKnowledge can be deployed to be part of a company's IT infrastructure or, more interestingly, deployed through an ASP.

In fact, the combination of strengths that ecKnowledge provides—graphics-oriented development environment, connectivity, integration capability, and industrial strength of scalability and fault tolerance—helps create a new kind of ASP (such as the SHL model) whose value-add is “relationship brokerage” service, and not just in the highly competitive software rental market.

Casahl's customers include more than 1,500 corporations including American Express, Arthur Andersen LLP, AT&T Corp., Bank of America, Bristol-Myers Squibb Co., Citigroup, Inc., Lucent Technologies, IBM Corp., Sara Lee Corp., Sony Corporation, Toshiba America, Inc., and government agencies such as Department of Defense and EPA. Casahl has over 250 VARs providing services to ecKnowledge, including all Big 4 consulting firms, Compaq, Cambridge Technology Partners, IBM Global Services.

SHL's use of ecKnowledge to build an ASP business model

SHL's ecKnowledge-based ASP business model, according to Robert Leduc, team leader for SHL's Psychometric Data Services, allows more efficient management of hardware and software resources. “This model allows us to manage only a few boxes while servicing many different clients and provide a lower cost entry for those clients,” said Leduc.

“This is a cost-effective solution that will open the market to companies worldwide that, in the past, didn't have the resources required to transact eBusiness operations,” he said.

Clients are able to process and exchange information in their own environment while SHL manages all administrative and associated traffic issues.

“ecKnowledge allows us to focus on the job we're doing without worrying about how to get data into the client's system,” said Leduc.

“ecKnowledge allows our clients to tailor their system to the data we're pushing. They can make custom selects and views based on that information rather than worrying about how it's coming. And if they want to change the data they're getting, it's easy to make those changes, without having to go back and rewrite code.”

“We know this is a sound business model,” said Leduc. “We've used ecKnowledge in production for over three years and it's easy-to-use, it's flexible, it's scalable, it offers multiple connectivity options and, it doesn't fail!”

ecKnowledge reduces cost of Application Development

Leduc says that what he likes most about ecKnowledge is how straightforward and simple it is to create links and the mappings needed to get data from one place to another.

“It's just so straightforward. We don't have to spend a lot of time trying to figure anything out. And we don't have to manage it too much. We set it up and it does its thing. And that's it. It allows us to do our job without getting down to the nitty-gritty. All we have to do is push data and then it's a two-second process for us to check that the information is correct,” he said.

ecKnowledge's Connectivity

SHL's real excitement with ecKnowledge, according to Leduc, is that it can be used to push and pull data into many different HRIS systems.

“For years our clients said, ‘You can collect data on our candidates in our standard application. Can you get my data into XYZ?’ (PeopleSoft, for example).”

“But, we really never had that capability,” said Leduc. He said their answer to clients was

*ecKnowledge is a
cost-effective eBusiness
Solutions that will open
the market worldwide...*

always, “We don’t know. We can provide you with the data but we have to figure out how to import it into PeopleSoft.”

And we would think, ‘If only we knew the internal workings of PeopleSoft, then maybe we could develop an application that would take this data and push it.’

Now, after working with ecKnowledge, when clients ask the same question, Leduc says the answer is, “Sure! ecKnowledge can do that.”

“ecKnowledge has given us the freedom to say to clients, ‘Yes, we can take this data and put it into your system.’ Rather than, ‘Well, maybe. We may have to develop something,’ said Leduc.

ecKnowledge’s Industrial-strength Capabilities

Leduc is impressed with the stability of ecKnowledge. “It just doesn’t fail! We serve multiple clients with ecKnowledge and we’ve never had a failure! If there were 100 issues over the last year, maybe five were ecKnowledge specific. ecKnowledge has very few problems, it’s very stable,” he said.

ecKnowledge’s Flexibility to Manage Changes

Leduc also likes the flexibility offered by ecKnowledge to make changes. “When we started, we were using Visual FoxPro to drive the web site. This year, we changed to SQL Server and our clients never saw a difference. We just took the same data and put it in the same format they were used to seeing. ecKnowledge allows us to make changes transparently to our clients. And vice versa. If the client decided to make a change, we’d still be able to push that same data into them,” he said.

SHL’s Vision for the Future

SHL is looking to provide bridges and more complete solutions for their clients. They’re currently looking at ecKnowledge to provide

not only the capability to push that data into client systems, but also to pull data that clients are interested in—like tenure and performance statistics.

“To help with the selection process, we need to know how each company selects, which candidates are successful and how each candidate performed on the various the instruments and tests that we offer,” he said. Using ecKnowledge, SHL and its clients can collaborate to streamline their working relationship, achieving better services and more satisfied customers.

The Bottom Line

“ecKnowledge is the tool that allows us to meet and exceed our clients’ expectations. I’m not trying to discount our web site or the data collection that goes on there or the validation studies that go into scoring those instruments. But without ecKnowledge, we would be hard-pressed to get that information to them in a way that their recruiters are comfortable and familiar with. Certainly, we could produce a paper report or dump files, but as far as integration with a client’s system — there is no other way we could do it. We always produced reports or dealt with data or pushed back data in some way, but very differently than pushing into a “live” client system.”

“Our business is completely Internet-based and ecKnowledge has been crucial to living up to our service agreements with clients. We simply couldn’t do what we do without it,” Leduc said.

SHL Group is experiencing tremendous success in the explosive new Internet recruitment marketplace and plans to take their ASP business model worldwide to clients. As pioneers in the eBusiness revolution, SHL Group is effectively managing the volume of recruitment data flooding the Internet.

“We are the forerunners in the eBusiness revolution dealing with the most important resource for all companies, human resources.

*Additional information
on ecKnowledge is
available at
www.casahl.com*

ecKnowledge gives us the edge over all of our competition. ecKnowledge is the best eBusiness integration and collaboration tool on the market,” Leduc said.

For more information about SHL Group’s Next Generation Recruitment and Selection systems, visit their website at www.shlgroup.com.



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