



# The Technology Difference

Building Human Equity

## TECHNOLOGY OVERVIEW

One of the key differentiators in the Innovative hiring experience is the technology that powers our solution framework.

Our hallmark recruitment programs deliver consistent pipelines of high quality talent because of our investment in powerful and scalable talent tracking technology.

## POWERFUL SOURCING

As the economy grows and companies begin hiring more aggressively, highly-skilled job professionals are not typically available on popular job sites and rarely respond to job postings.

Innovative has responded by developing an aggressive sourcing strategy that begins with an extensive investment in research, data filtering, talent tracking, and electronic marketing that is the envy of the recruiting industry.

Some of the key features of our sourcing strategy are:

- ★ bavooka.com
- ★ Niche Websites
- ★ List Sources
- ★ Job Board Maximization
- ★ Expert Research Team

## AGGRESSIVE MARKETING

Harvesting the best data on the market is only the beginning of the Innovative strategy. Our

aggressive marketing strategy allows us to maintain valuable, credible talent data.

Regular electronic marketing campaigns, combined with our bavooka! Web Portal drive highly-specialized job professionals to our front door and into our sourcing process.

## BAVOOKA! INTEGRATION

At the front end of our talent tracking system is our very own virtual career community, designed to attract and retain a regular flow of job professionals who do not frequent popular job sites.

Figure A. Front-End Data Capture with bavooka!

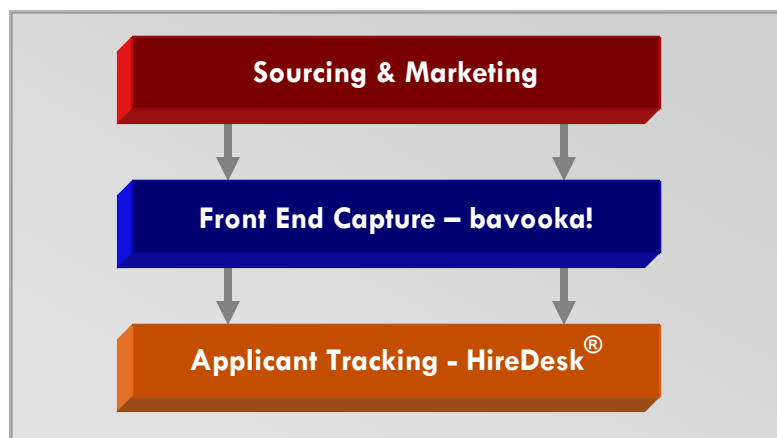
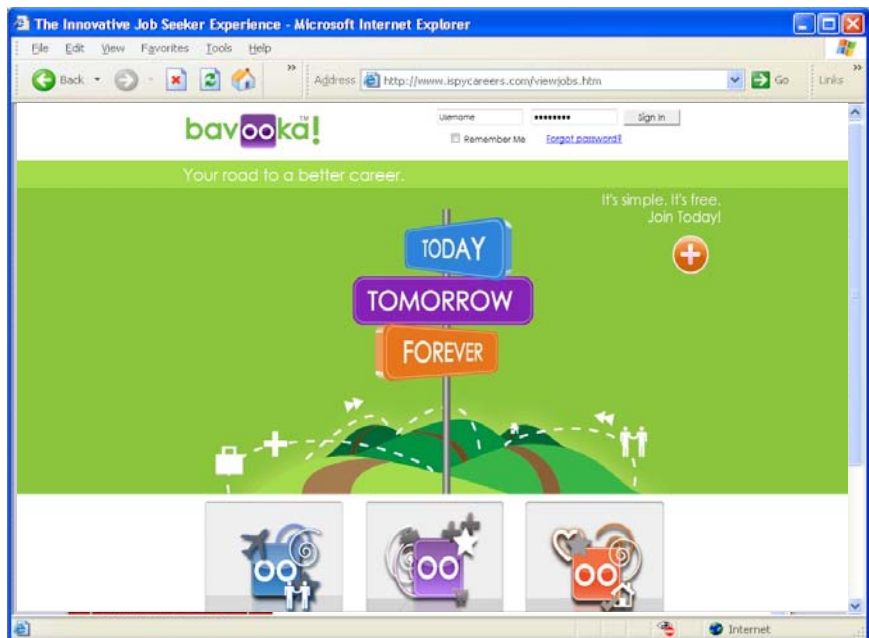


Figure C. Innovative Talent Data Flow.

## TALENT TRACKING

Our investment in award-winning applicant tracking technology has enabled our clients the benefits of high quality candidates, improved placement processes, and shorter hiring cycles.

HireDesk® is among the leaders in enterprise applicant tracking and allows Innovative a competitive advantage with workflow features that act as a seamless extension of our model.

Data from our bavooka! front end is ported directly into HireDesk® and is managed by our Recruiting Consultants as part of our solution.

Innovative's solutions are managed seamlessly with the following workflow features:

- ★ Interactive Talent Profiles
- ★ Branded Resume Submittal
- ★ Interview Management
- ★ Offer Tracking
- ★ Activity Ratio Reports

## CLIENT COLLABORATION

Select Innovative clients can view and manage their placement process with shared login capabilities.

Unlike traditional agency placement that keeps candidate information confidential and limited, Innovative encourages data sharing with its clients via HireDesk® where managers can login from anywhere.

## FEATURES IN REVIEW

Powerful Front-End Sourcing & Research

Aggressive Talent Marketing Campaigns

Bavooka! Talent Community and Data Capture

Seamless Integration with HireDesk® Applicant Tracking Technology

## BENEFITS IN REVIEW

High Quality Candidates

Track Hiring Process from Anywhere

Reduce Hiring Cycles

Lower Placement Costs

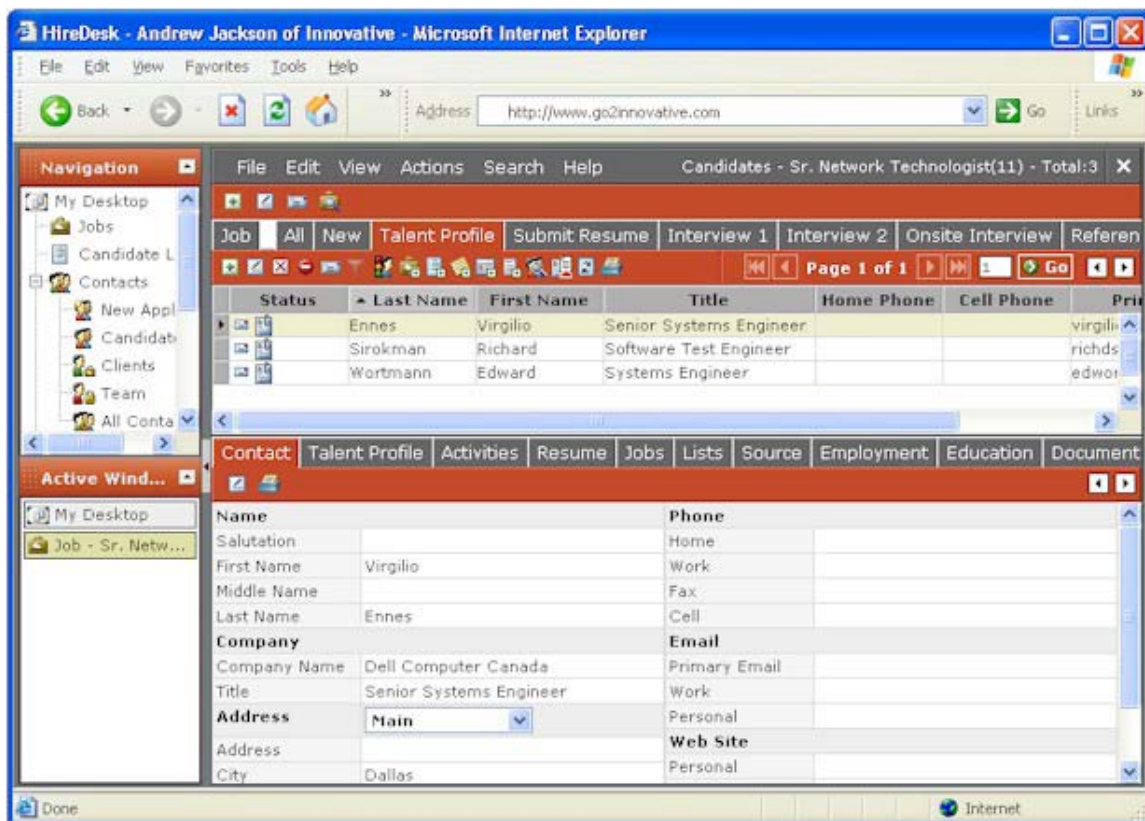


Figure C. HireDesk® and Innovative Placement Workflow.