

COFFEE

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eRecruiting Solutions

English



Attract, Collect and Select

Searching for “right potentials” is no easy task. Countless applications on the one hand, a shortage of high-potentials on the other! That’s the situation faced by today’s recruiting departments. But worry not! BeeSite® helps you to find the most suitable candidates quickly and easily, while simultaneously facilitating your workflows. Although it may be individually adjusted to suit your company’s special requirements, BeeSite® is nevertheless a standard solution, comprising a comprehensive variety of functions and features. milch & zucker makes use of existing standards – such as HR-XML for data exchange within a flexible system environment – to harmonise dissimilar software solutions being used by a company’s individual business units and branch operations. Thanks to their versatility in design, BeeSite®’s recruiting solutions make it possible to depict frontend content in accordance with each company’s corporate design guidelines. Company styleguides are therefore adhered to without exception.



Recruiting Software

Human Resource Marketing

Achieve the perfect blend of HR Marketing and eRecruiting.

There's nothing like a good cup of coffee! Especially when taken with some mild and sugar. It is fairly safe to say that milch & zucker – or "milk & sugar" – is not the type of name that is immediately associated with marketing and software development or, for that matter, the topic of human resource management. Nevertheless, we here at milch & zucker decided long ago that it would be an apt analogy to liken our clients and their diverse business requirements to a good old-fashioned cup of coffee. Of this most popular of hot beverages there exist numerous bean varieties and countless blends, for which we see ourselves as the milk and the sugar, without doubt the two most popular admixtures. Sure, coffee by itself is a wonderful beverage, but add a splash of milk and a sprinkle of sugar and the culinary enjoyment increases tenfold. And it is here that we come to our first conclusion: It is the mixture that is responsible for the taste. Strange as it may seem, human resource projects and the making of a good cup of coffee have more in common than you might think.

milch & zucker has been successfully combining marketing and software development under one roof since 1998, specialising primarily in the field of human resources. Needless to say, we too are able to distinguish

between employer brands and eRecruiting processes on the one hand and the aroma of a hot and energising beverage on the other. Despite these farfetched parallels, there are plenty of similarities to be seen. Similarities that, with the help of our individually developed marketing and software solutions, milch & zucker is able to integrate into comprehensive recruiting strategies.

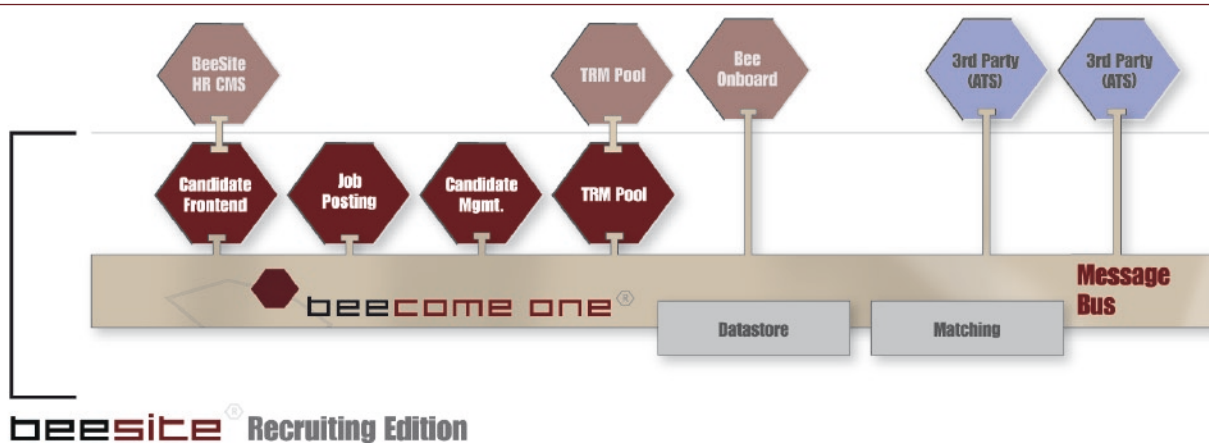
Why are HRM projects more flavoursome with milch & zucker?

HRM specialists generally hail from a wide variety of professional fields and backgrounds. In order to successfully realise HRM projects, one needs exactly such a range of industry experts – management consultants, Internet and advertising agencies, software providers, system specialists and so on. However, with such a glut of service providers to choose from, selecting those that are best suited to guarantee a harmonious end product becomes a difficult task. Every project calls for the coordination of processes and the optimisation of results. Time and money are obviously always of the essence. Thankfully, we know of a proven recipe that guarantees success: Simply use milch & zucker.

When it comes to the topic of communication with applicants and employees, milch & zucker is second to none, providing its clients with a balanced mixture of conception, creation and realisation on both a marketing and IT level. This unique combination ultimately leads to the development of well-conceived and finely tuned HRM solutions.



**Talent
Relationship
Management**



How to ensure that incoming applications find the right inbox.

Nowadays, it is not unusual for companies to receive anywhere between 2,000 and 220,000 online applications per year. This rather sudden development has made it necessary to optimise handling processes, automate workflows and seek help in selecting the most suitable applicants. Special BeeSite® components and modules, tailor-made by milch & zucker, may be easily integrated into existing eRecruiting solutions, if necessary. Alternatively, we can offer you the comprehensive services of the “BeeSite® Recruiting Edition”, an all-in-one solution that combines all features on a single platform. Connection to ERP systems such as SAP®, PeopleSoft® and other system solutions (incl. ASP) is yet another option, making it possible to exchange master or vacancy data or design a website frontend that fully adheres to your company’s individual corporate design guidelines.

House calls with your target group.

Recruiting is more than just a tug-of-war for the most suitable specialists and executive staff. It’s not just about finding the best candidates for the positions available, it’s also about offering open positions to potential candidates. To achieve this objective, we recommend the development and implementation of a modified multi-channel strategy for meeting your job posting requirements. After its practical realisation, potential candidates have available to them a special web service that features various search functions with which they may browse through your company’s job advertisements on external career websites provided by, for example, universities and similar institutions. Needless to say, the conventional way remains a very popular alternative. The BeeSite® Job Posting module enables users to post vacancies on internal and external channels with the push of a button.

Matching versus searching.

Conventional searches require criteria to be met precisely in order for a match to be depicted. There is no room for “near misses”. Matching processes, on the other hand, allow for so-called “fuzzy” searches, i. e., search criteria are given varying degrees of relevance. Applicants profit greatly from this proven matching technology. Not only can they browse through a career website for suitable vacancies, they may also weight their search criteria as required. Recruiters also have much to gain from the advantages offered by ELISE®’s matching technology. They are able to determine criteria, affinities, gliding scales and weightings for each job advertisement and, once the matching process is complete, receive result lists featuring the most suitable candidates, clearly sorted in descending order, with best-suited candidates listed first. For the matching of job advertisements and candidate profiles, BeeSite® uses technology provided by the **matching engine “ELISE®”**, developed by WCC Smart Search & Match.

Harmonisation without uniformity.

It is not uncommon for subgroups, affiliates and overseas branch operations of a corporate group to use dissimilar software systems for their recruiting and applicant management tasks. Applicants, however, generally prefer to have all job vacancies depicted comprehensively on a group’s corporate website. Developed as an integration platform, BeeComeOne® **aggregates job advertisements from various recruiting systems** and integrates these into a single job board. Imported job ads can be reworked to sport the “look and feel” of their respective companies or organisations.



Taking good care of your favourites.

Suitable candidates are hard to come by these days. It is important that the potential offered by candidates that a company is not able to hire immediately is not needlessly wasted. If a suitable applicant cannot be engaged for a particular vacancy, his or her data should nevertheless be stored in a **Talent Relationship Management Pool (TRM Pool)**, where it remains available for contact continuation and possible later use. Examples of talent pools include unsolicited application pools, specialist and executive staff pools and employee pools, just to name a few. Applicant profiles are automatically allocated to the appropriate pool via predetermined criteria sets. This ensures that companies remain in contact with high-quality individuals until the time is right. Maintaining an applicant pool can also help to shorten the recruiting process. New vacancies are initially and automatically matched with existing company talent pools. If a suitable candidate is found in one of these pools, the external publication of a job advertisement becomes unnecessary, thereby saving the company both time and money.

Getting to know your new work environment – even before the first day on the job.

"Services for new recruits!" We at milch & zucker understand that there is a need to provide support for new employees for the time between hiring and the first day on the job. The primary objective is the reduction of the so-called "no-show quota". During the aforementioned "waiting" period, newly hired candidates are offered a variety of communication measures that enable them to become better acquainted with their new employer and their new job. These measures and activities include

the introduction of work colleagues, the provision of information on social and recreational activities within the company, tips on housing offers, local authorities, recreational opportunities and much more.

BeeSite® Recruiting Edition.

From comprehensive eRecruiting to attractive career websites! **BeeSite®'s Recruiting Edition** offers users comprehensive matching, selection and hiring functions based on a special service-oriented architecture (SOA). These web services can be easily and seamlessly integrated in your business processes and existing system infrastructures. The BeeSite® Recruiting Edition is the perfect solution for online recruiting projects calling for the implementation of talent pools and website depiction in accordance with the company's corporate design.

BeeComeOne®.

Bringing dissimilar system landscapes together under one roof! Conceived as an integration platform, **BeeComeOne®** enables users to aggregate job advertisements from diverse recruiting systems and incorporates them into one fully integrated online job board (incl. presentation layer and applicant administration). BeeComeOne® also offers applicants a uniform recruiting process that fully corresponds with your company's "look and feel". Applicants have at their disposal a comprehensive job search function as well as various reminder features and other service functions. Recruiters can administrate the global job board while simultaneously receiving comprehensive statistics, e. g., the most-often viewed job advertisements, and so on. The eRecruiting process is depicted within the Internet and intranet in its entirety and without breaks.



Marketing toolbox BeeComplete®.

Why do employer branding and personnel marketing projects often fail to meet expectations?

The problem, in most cases, is not a question of money, but improper execution. The final project step – the all-important roll-out within the company – is all too often forgotten or overlooked. For employer branding and HR-related projects to be successful, companies need to ensure that their employees are willing to accept new ideas and applications. Without acceptance, the best-laid plans are sure to fail. In a way, it's like buying a flash new car without the steering wheel. Incomplete! Our **HR marketing toolbox "BeeComplete"** offers precise overviews, assists in the planning and organisation of tasks while also providing all parties with a joint platform for exchanging information on the means, measures and marketing activities available.

BeeOnBoard®.

Joining the team even before signing the contract!

The moment an applicant turns employee is in many cases not appreciated accordingly. Never forget that the beginning of a new working relationship harbours much potential for binding a new employee for the long term. Familiarising future employees with your company (and vice-versa) should be an essential aspect of any company's employment policies.

BeeOnBoard® will help you to integrate new recruits into your company at the earliest possible stage, that is, before they have even signed their contract of employment. Offering future employees a personalised information portal ensures that they feel valued while also showing them that you mean to make them as comfortable at their new job as possible.

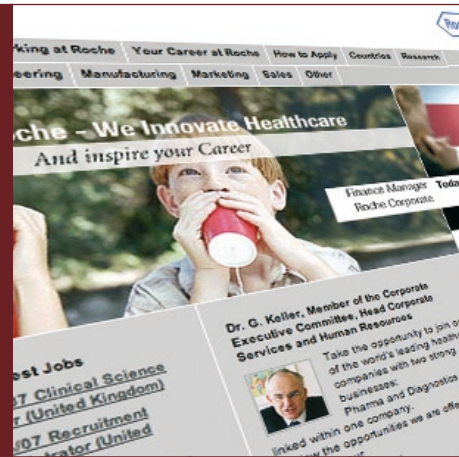
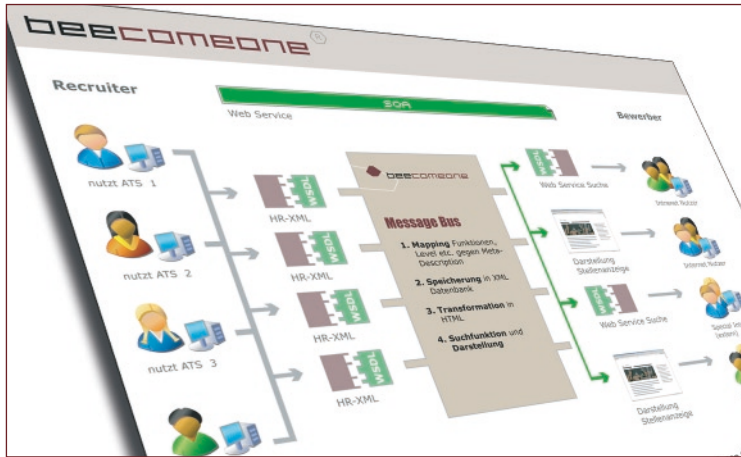
BeeSite® HR CMS.

Easy to read and easy to maintain!

That's how a website should be. First impressions count – especially when you are using a career website to address potential applicants. After all, you'll be expecting a similarly good first impression from your future employees. Right?

With **BeeSite® HR CMS** you have at your disposal an ingenious system that enables you to establish a standardised Internet presentation and effect a uniform roll-out across the globe.

The BeeSite® HR CMS was conceived with ease of use in mind. It has been developed in such a way that enables users to make amendments to website content both quickly and easily. Moreover, BeeSite®'s basic structure is easy to understand, featuring a tried-and-tested, role-based user rights concept.



Tried and tested: A BeeComeOne® example

Headquartered in Basel, Switzerland, Roche is one of the world's leading research-focused healthcare groups in the fields of pharmaceuticals and diagnostics. With branch operations in more than 150 countries all around the globe, the Roche Group disposes over a seemingly equal number of websites to match.

The challenge: Many companies – One employer.

Thanks to milch & zucker's SOA-based platform BeeComeOne®, Roche has been able to bundle and post all job advertisements on a single job board. Interfaces and web services help to ensure that different eRecruiting systems of subgroups and affiliates are integrated.

Solution and implementation: Global job aggregation.

Roche employs BeeComeOne® as a so-called "middle-ware solution", aggregating job advertisements from four dissimilar recruiting and applicant tracking systems. These job ads are posted on the Roche Group's global career website (<http://careers.roche.com>) in standardised form, while simultaneously being distributed to and posted on the career websites of the Roche Group's international branch operations. This makes it possible for Roche to continue using its existing eRecruiting systems in their present form.

Based on a service-oriented architecture (SOA), BeeComeOne® is able to assume the mapping and storage of data from dissimilar systems.

Special web services and transformation procedures guarantee uniform depiction of job data on an variety of channels. BeeComeOne® is HR-XML-certified for the exchange of HR-relevant data.

Our clients are satisfied ... and so are industry experts all around the world.

Enjoy the flavoursome aroma of our well-engineered and technically mature HRM solutions. You'll find yourself in excellent company. Leading international corporations such as . . .

- BASF
- Bertelsmann
- Brainforce
- Daimler
- Deutsche Bank
- Griesson-de Beukelaer
- GTZ
- Hobsons
- Hoffmann-La Roche
- IKEA
- www.JobStairs.de
- OBI
- Siemens
- TRW
- and
- Union Investment

. . . have in the past 10 years acquired a taste for that which we brew up in our kitchens. More importantly, the results of the recruiting activities and processes implemented on behalf of our clients speak for themselves. Our clients praise and recognise the quality of our work.



milch & zucker

**THE MARKETING & SOFTWARE COMPANY AG
BAD NAUHEIM - HAMBURG - OSNABRÜCK**

BeeSite® is a registered trademark and property of milch & zucker and has been certified by the HR-XML Consortium.

ELISE® is a registered trademark and property of WCC Smart Search & Match, Netherlands (<http://www.wcc-group.com>).

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