

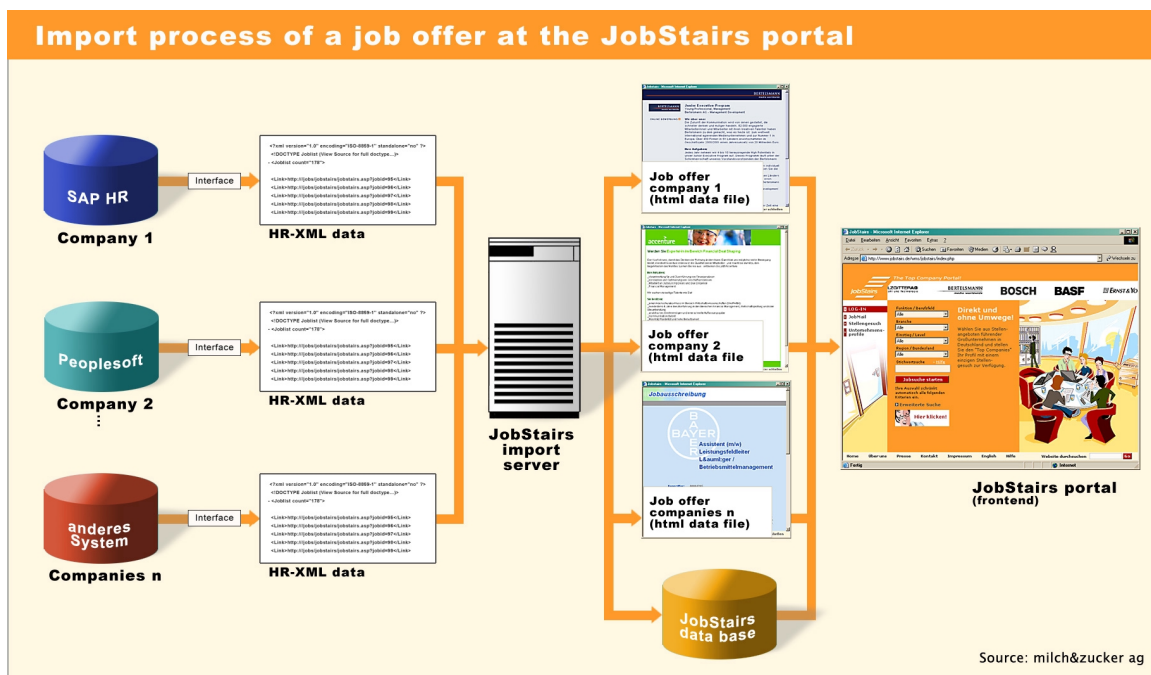


Case Studies: HR-XML Consortium Certified milch & zucker Leverages HR-XML to Create Job Portal Embraced by Germany's Largest, Most Influential Companies

How do you get more than 30 of Germany's largest and most influential businesses to orchestrate the data exchange necessary for creating a leading employer-sponsored job portal? When milch & zucker, a software development and professional services firm based in Bad Nauheim, Germany, was tasked with this challenge it selected the HR-XML Consortium's data exchange standards as key part of the solution.

JobStairs.de is Germany's leading employer-sponsored job portal. In 2002, more than 30 large, German-based employers jointly funded the creation of this career site. After a selection process, milch & zucker, an HR-XML Consortium member, was commissioned to develop and market JobStairs.de.

One of the challenges for milch & zucker was to develop a platform that was cost-effective in managing data exchange with the more than 30 participating employers and that also provided job seekers an easy and effective means to discover the "top jobs" at Germany's "top employers." The milch & zucker development team identified the HR-XML Consortium's Staffing Exchange Protocol (SEP) as its choice for structuring the transfer of data from participating companies to the JobStairs database.



The milch & zucker team next faced the challenge of winning support for the standard from participating employers. When presenting the proposed HR-XML Consortium interchange format to the sponsoring employers, milch & zucker initially encountered varying levels of familiarity as well as varying levels of readiness to work with the XML standard. However, ultimately the employer group did recognize the value that the HR-XML standard brought to the multi-party, cooperative effort. milch & zucker was successful in getting all participating employers to begin exchanges using the HR-XML Consortium's SEP format within a period of only a few months.

“Using a standard exchange format for job posting information greatly simplified the creation of the JobStairs.de platform,” according to Ingolf Teetz, CIO of milch & zucker. “Instead of having to handle 30 different exchange formats, milch & zucker needed only to support the HR-XML Consortium's SEP standard. The platform we built for JobStairs and the participating employers also benefited from the structure and intelligence built into the HR-XML Consortium's SEP standard. This intelligent structure made it easier to search and filter data and made it easier for employers to analyze and match the right candidates to the right jobs,” says Teetz.

An HR-XML Certified Solution

The platform underlying JobStairs.de is based on the HR module of milch & zucker's BeeSite® content management system. milch & zucker was among the first organizations to receive HR-XML Consortium certification for the support built for SEP built into its BeeSite product.

In its latest version, the Beesite® HR module used by JobStairs enables participating companies to maintain their own data pools, scan the applicant pool, contact suitable candidates, and evaluate website statistics.

About milch & zucker

milch & zucker is an agency that specializes in marketing consulting and software development, providing organizations with online sourcing, eRecruiting applications, tailor-made marketing concepts for employer brands and more. Founded in 1998, milch & zucker has developed eRecruiting websites for companies such as Bayer, Bertelsmann, DaimlerChrysler, Deutsche Bank and Griesson - de Beukelaer. For further information, visit:

<http://www.milchundzucker.de/2001/wms/muz2001/index.php?ci=15&language=2>

About HR-XML

The HR-XML Consortium (www.hr-xml.org) is an independent, non-profit organization dedicated to enabling e-commerce and human resources data interchange universally. The mission of the HR-XML Consortium is to spare employers and vendors the risk and expense of having to negotiate and agree upon data interchange mechanisms on an ad-hoc basis. By developing and publishing open data exchange standards based on Extensible Markup Language ("XML"), the Consortium aims to provide the means for any company to transact with other companies without having to establish, engineer, and implement many separate interchange mechanisms. HR-XML's efforts are focused on standards for staffing and recruiting, benefits enrollment, payroll, competencies, and workforce management.