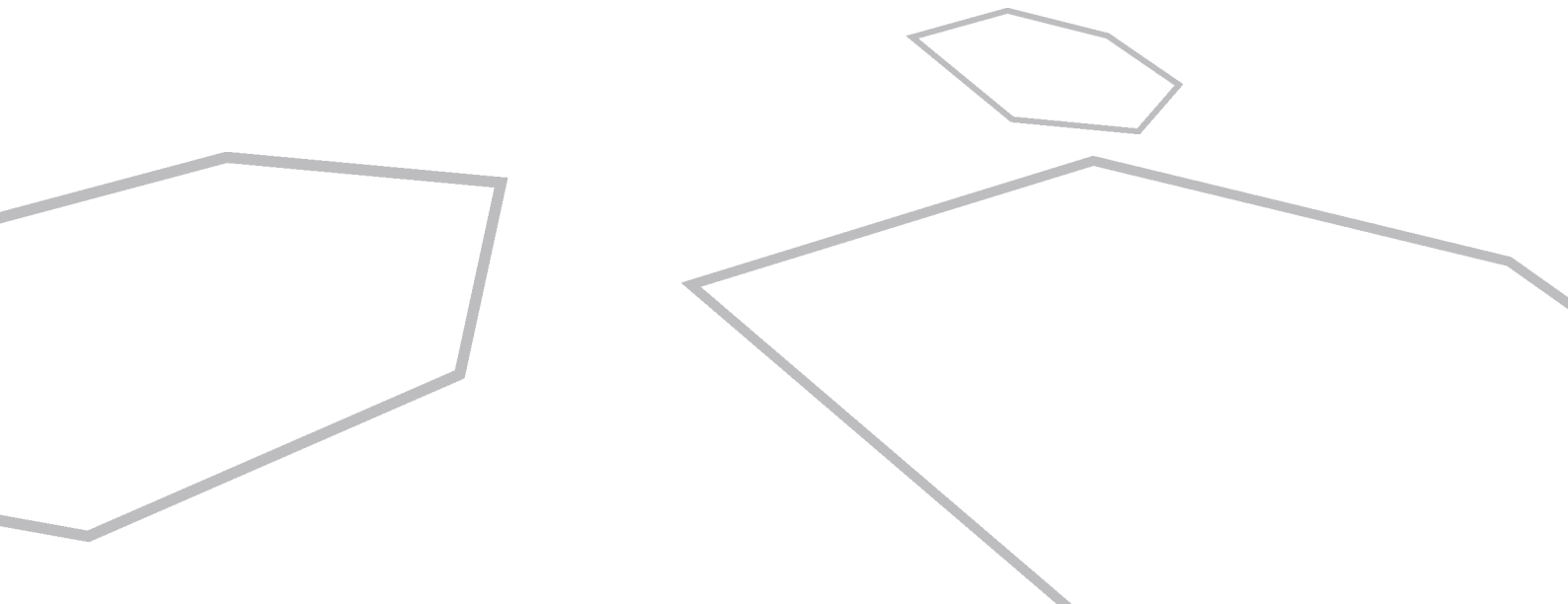


milch & zucker case study: 09/2006

JobStairs® – Germany's first commercial online job board featuring a state-of-the-art matching engine

Recruiters and applicants may now take advantage of the ingenious ELISE® Matching engine to obtain better search results more quickly and easily.

JobStairs®, the bilingual "Top Company" job portal, features over 8,500 job vacancies posted by 42 of Germany's leading international corporations. With milch & zucker having recently implemented the matching engine ELISE®, participating JobStairs® companies are now able to weight and rank applicant data stored in the JobStairs® talent pool and match them up with their vacancies. Developed by the Dutch company WCC Smart Search & Match, ELISE® provides invaluable assistance in securing the best candidates quickly and easily. Job-seekers, whose searches of customary job boards often yield either too many results or no results at all, will also benefit from ELISE®'s variable search criteria options. Individual criteria may be weighted according to priority, thus yielding a results list that does not exclude near misses.



The challenge:

Getting the best possible results

Standard job searches present users with two basic problems. Applicants who do not specify an appropriate number of search criteria often find themselves looking at results lists that comprise far too many irrelevant results. And those applicants who do take care to select enough criteria generally receive very few suitable results or – in many cases – none at all. Without so-called “fuzzy searches”, an applicant searching for a vacancy in a particular state will never know that there is a perfectly suitable job available in a neighbouring state just a few kilometres away from his or her desired location. Meanwhile, company recruiters are presented with the arduous task of comparing an ever-increasing number of applicant profiles with their vacancies. A well-suited candidate may slip through the nets simply because he or she do not entirely fulfil one criterion or because of differences in the wording or description of a qualification or skill.

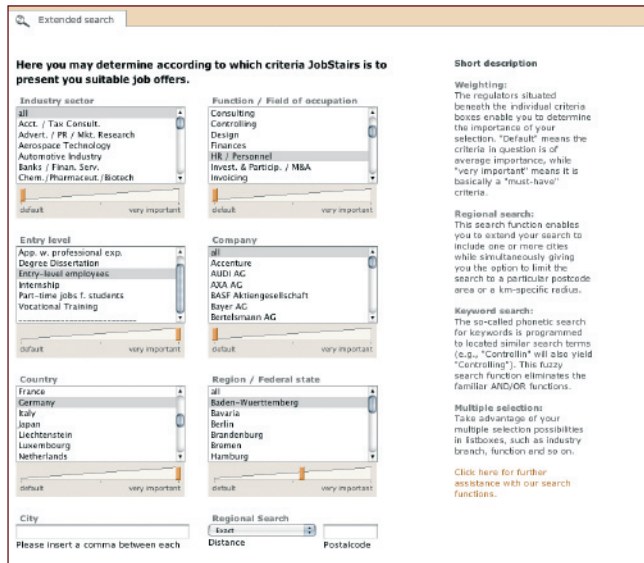
The solution:

Matching versus Searching

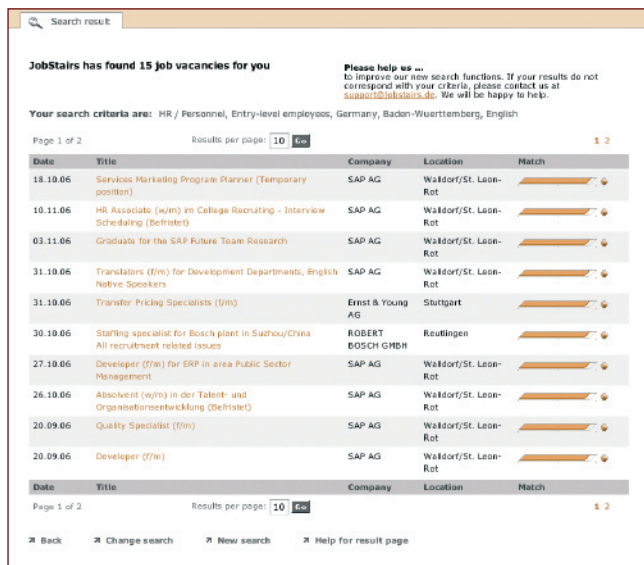
To facilitate the process of finding, comparing and utilising existing applicant profiles and job advertisements, milch & zucker proposed to implement an intelligent search mechanism that makes it possible to weight applicant and recruiter search criteria according to relevance. With this new mechanism, “near misses” are no longer excluded, thereby offering users a more comprehensive results list. Furthermore, in contrast to customary searches, this matching process gives applicants a certain amount of leeway in meeting job requirements while also making it possible for recruiters to designate some criteria as more important than others. Key requirements may be weighted more than secondary criteria, thus allowing for the possibility of sorting results in order of significance. Candidates that meet many, primarily insignificant criteria will find themselves ranked lower than candidates that meet fewer, but more critical criteria.

The implementation:

Integration of a premier software product Charged with the operation and continuous technical development of JobStairs®, milch & zucker recently carried out a special evaluations aimed at improving the search functions of both the JobStairs® website (frontend) and the JobStairs® back-office (backend). These evaluations eventually resulted in the integration of ELISE®, a state-of-the-art matching software developed by WCC Smart Search & Match. WCC is known to be the leading supplier of high-performance matching software. Their technology, which has been put to use in a variety of markets and industries, supports search functions in procuring the best possible search results from structured as well as unstructured data. ELISE® performs at its peak when supporting structured data, an advantage for IT organisations implementing SOA systems that use XML standards for web services and data exchange formats such as HR-XML.



Extended job search function for applicants: The adjustable slider function enables users to individually weigh criteria as required.



Job search results list: Aside from the individual results, the results list also provides information on the matching accuracy of search criteria and results.

The implementation of ELISE® was completed in a matter of eight weeks.

The most important tasks included:

- Data structure depiction of the JobStairs® database in ELISE®
- Definition of scales for affinity matrices
- Development and implementation of a special access interface for guaranteeing the connection to various unsupported programming languages
- Setup of web services for providing partner firms direct access to the search functionalities

JobStairs® avails itself of three state-of-the-art techniques:

Affinities:

This function recognises and accepts qualifications or skills similar to those specified.

Gliding scales:

Here, recruiters are able to define a range for rating specific job requirements, such as professional experience, for example. The advantage here is that candidates who do not quite fulfil the work experience requirements but are otherwise excellently qualified are not excluded by the search.

Weighting:

This function makes it possible for recruiters to weight requirements according to relevance. If, for example, a position requires excellent French and English skills, the recruiter may specify one of the two languages to be more important than the other.

The benefits: Fast and suitable results for applicants as well as recruiters

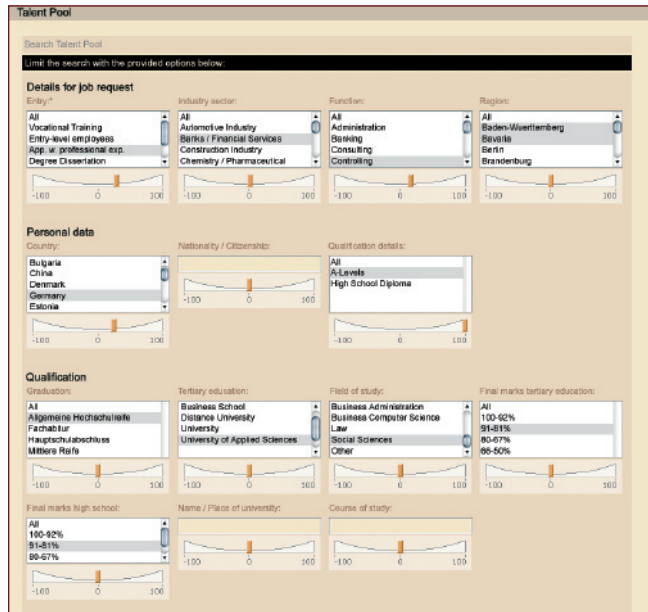
Both applicants and participating companies may avail themselves of the new JobStairs® matching options, the former via the frontend version, the latter by way of the backend applicant pool. The matching engine ELISE®, now integrated in JobStairs®, procures relevant search results from a vast amount of data in speeds of less than one second. Results are depicted in list form and in descending order of relevance. It is also possible to compare the individual criteria of each result, making it possible to carry out gap analyses, if so desired.

Applicant advantages:

- Best-possible search results are achieved by the individual weighting of search criteria.
- Lists depict criteria search results in order of relevance.
- The breakdown of criteria matches for each result allow for gap analyses between job requirements and candidate profiles.

Recruiter advantages:

- Highly qualitative search results, featuring lists of individual criteria according to “demanded” and “offered”, make it possible to carry out gap analyses.
- Applicant selection becomes a more personal decision-making process, in contrast to the hitherto customary automatic selection by way of “yes/no”.
- Recruiting processes are accelerated thanks to the matching of job specifications and applicant profiles stored in the JobStairs® talent pool. With criteria matches listed individually, procuring suitable candidates from the talent pool becomes a simple process, saving both time and money as it is no longer necessary to post (internal or external) job advertisements.
- Its state-of-the-art functionalities help to promote JobStairs®, its image and its position as technology leader, thereby also supporting the image of participating companies and promoting them as attractive employers.



Candidate search function via the backend: Recruiters now have the opportunity to weigh job requirements individually.

Breakdown relevance of hits for***** (ID XXXXX)

Parameter	Relevance	Demanded	Offered	Compliance
Entry level	60	Applicant with professional experience	Entry level employee	100%
Industry sector	10	Banks / Financial Services	Automotive Industry	100%
Function	10	Consulting	Administration Banking Consulting Finance Management/Executive Investments Marketing/Product Management Organisation Strategy/Development	100%
Region	-30	Bavaria	Bavaria	100%
Country	0	DE	DE	100%
Work permit	100	Yes	Yes	100%
High School	0	A-Levels	A-Levels	100%
Final marks highschool	-30	91-81%	91-81%	100%
Tertiary Education	0	University	University	100%
Field of Study	0	Business Computer Science	Engineering	0%
Final marks	30	91-81%	100-92%	50%
Professional experience - total	0	24 - 36 (18 - 42)	36	100%
Language 1	0	German, native speaker	German, native speaker	100%
Language 2	100	English, fluent	English, fluent	100%
Language 3	0	French, good	French, good	100%

Individual applicant evaluation via the backend: The matching procedure enables recruiters to determine how well an applicant meets the stipulated requirements.

milch & zucker

**THE MARKETING & SOFTWARE COMPANY AG
BAD NAUHEIM – HAMBURG**

milch & zucker has been combining the core competencies of marketing and software development under one roof since 1998, specialising in the areas of human resources marketing and eRecruiting software. Its performance portfolio also includes the operation of the online job board "JobStairs®". milch & zucker assumed responsibility for the operation, marketing, design and ongoing technical development of JobStairs® in 2003.

WCC Smart Search & Match

WCC Smart Search & Match, based in Utrecht, the Netherlands, and Palo Alto, California, has been developing new search and matching technologies since 1996. They are generally accepted as the market leader for this market segment. After the successful realisation of several joint projects, milch & zucker was appointed official reseller for the German, Swiss and Austrian markets.

DJM Consulting

The concept behind the JobStairs® job portal was developed by DJM Consulting in 2002, with the JobStairs® website going live in 2003. DJM continues to function as co-ordinator between the service providers, partner firms and participating JobStairs® companies. DJM has gained over 10 years of consulting experience in the field of HR Management and Corporate Communications, offering independent and evidence-based consulting services based on knowledge gained by way of scientific and empirical practices.

JobStairs® – The Top Company Portal!

JobStairs® is a streamlined job board for top companies and top applicants, combining a clear and simple navigation structure, up-to-date job advertisements as well as a number of intelligent search and notification functions. JobStairs® has been designed to serve as a job forum for a variety of leading corporations in Germany.

→ **Applicant services:**

- **JobMail:** Applicants are automatically notified per eMail when suitable job vacancies are posted.
- **Store Profile:** Applicants submit their CVs with JobStairs. A single resumé is all it takes to gain the attention and raise the interest of the HR departments of participating JobStairs® companies. Moreover, companies are able to contact candidates directly.
- **RSS Feed:** Suitable job advertisements are automatically sent to the job-seeker's PC via RSS feed.
- **Corporate News:** News articles from participating companies regarding support programmes, recruiting seminars, special events and the like.

→ **Recruiter services:**

- **Real-time publication** of job advertisements via HR-XML interface, incl. hub to job centres (upon request)
- **Unlimited access** to the JobStairs® Talent Pool. Constantly updated, pool profiles are no older than three months.
- **CandidateFind:** Recruiters are automatically notified per eMail when candidates submit profiles that suit job specifications.
- **Job search function** as web service for subsidiaries and affiliates that do not dispose over their own job board.

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JobStairs® partners:

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