



650 People in 60 Days: Jacobs Technology Boosts Hiring Success with Cytiva's SonicRecruit

Defense, Automotive, Nuclear and Environmental Technology service contractors Jacobs Technology Looks to SonicRecruit to Find Highly Specialized Candidates.

Imagine it's 9 a.m. You have just been notified that your company has won a new contract and you need to hire 650 people in 60 days. And, by the way, these are highly specialized engineers and technologists who must adhere to strict Government requirements. What's more, every last candidate resume you view in your search must be catalogued against the job they applied for and reported on in the event your company is audited under the rules of the Federal Government's Office of Federal Contractor Compliance Policies (OFCCP).

Welcome to Jacobs Technology. It's no wonder they call their applicant tracking system JOLTS. The Jacobs On Line Talent System (JOLTS) is known to the rest of the world as SonicRecruit, and HRIS Database Administrator Janice McCollum is hard pressed to imagine a world without it.

Jacobs Technology is an organization that thinks big. Their client list is large and diverse. From NASA, the Army, the Navy, The Air Force, The Marines and The Department of Energy, to BMW, Denso, GM, Ford, Toyota and more, Jacobs' clients have a few things in common: They are big, and they require cutting edge technology support and security.

CENTRALIZED DECENTRALIZATION

A division of Jacobs Engineering, Jacobs Technology has 11,500 employees across 21 business units with an average of 500 open positions per month. With Jacobs' diverse project list, one of the key pillars of their recruiting strategy is to allow each of their business units to recruit independently, while still adhering to a centralized process and system.

"The SonicRecruit Enterprise System lets us set up decentralized processes so our 21 business segments can run their own recruiting programs, but we can have visibility and control of the system," said Janice McCollum, HRIS Database Administrator for Jacobs Technology. The JOLTS/SonicRecruit system supports 100



recruiters and 1,300 hiring managers across diverse segments and lets each Jacobs' segment recruit in the most appropriate ways they deem for their individual requirements.

Key to being able to handle all these varied business segments is SonicRecruit's ability to set up unlimited custom fields. Jacobs is able to utilize this flexibility on the fly to support different requirements across their recruiting

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organizations. "The main reason we chose SonicRecruit was its flexibility, allowing us to configure and reconfigure it based on the changing needs of various business units," says McCollum. "And the ability to easily create reports based on those custom fields makes administering this decentralized system much easier."

QUICK REPORTS AND ANALYTICS

Ask McCollum key facts about Jacobs' recruiting efforts and you'll get quick answers. Top source of hire? Employee Referral. Second best? A well-known job board. Third? Jacobs online career

center. McCollum makes good use of SonicRecruit's reporting and analytics to track key statistics like candidate source, source of hire, time to fill and more.

"Our President is committed to providing our clients with the highest levels of service," said McCollum. "Our people drive our client's success, and if our time to fill were to slip, you can bet we'd hear about it from the executives."

Federal government agencies make up the lion's share of Jacobs' client roster. As a Federal contractor, Jacobs Technology must comply with OFCCP regulations and be able to track information about each candidate they consider. With thousands of job seekers submitting applications each month, keeping track of which candidates get looked at would be an unthinkable task without using SonicRecruit.

"We underwent an OFCCP audit last year at one of our segments and it took me about 15 minutes to provide all the requisitions created for the year, all the candidates that applied, and all the statuses for each candidate," says McCollum. "They couldn't believe how quickly I got the information to the auditor."

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RETURN ON INVESTMENT

In addition to allowing Jacobs to recruit in ways they otherwise couldn't, the JOLTS/SonicRecruit system has allowed them to save money by better targeting their advertising spending. "SonicRecruit allows us to track our new hires by source," said McCollum. "SonicRecruit/JOLTS reports have shown that one of our advertising partners was providing us with a lot of candidates, but not enough hires, and we were able to save a large amount of money by cutting out some of the less effective spending."

In addition, Jacobs gets a large percentage of employees through their employee referral program. SonicRecruit allows them to promote and track the

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referral program to ensure bonuses get paid and the referrals keep coming in. "The SonicRecruit/JOLTS referral feature allows us to fill many highly specialized positions, that would otherwise be difficult to fill," said McCollum.

SONIC SERVICE

McCollum notes Cytiva's service as a major benefit to Jacobs. "I have been working with Sonic for almost two years and we have made major changes to the software," says

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McCollum. "And just about every suggestion we've made has been adopted and incorporated into SonicRecruit."

Cytiva's goal of 100% client satisfaction has served Jacobs well, and the enhancements they have requested have also benefited other Cytiva clients. "The fact that Cytiva values and integrates our suggestions – even after they sold us the software – is extremely valuable. Most companies just don't understand that," said McCollum. McCollum appreciates the ease of use, reliability and speed of SonicRecruit. "We can count on SonicRecruit to be available and fast," says McCollum. "Unlike other systems, we rarely get complaints about SonicRecruit from users or applicants."

SONIC SECURITY

With clients like the U.S. Department of Defense, the Air force, NASA and many



others, data security is a top priority for Jacobs Technology. Because Cytiva works with many clients in highly secure industries like government contractors and financial institutions, Cytiva routinely provides detailed briefings to its clients on its security procedures, practices and policies, including regular vulnerability and penetration testing. “We had divisions that

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were very concerned with the security of our applicant databases,” said McCollum, “But the information that Cytiva has provided us about their security practices and infrastructure has been very helpful in addressing those concerns.”

CANDIDATE EXPERIENCE

Between their own high standards and the requirements of their government clients, finding the right candidate can be a tall order for Jacobs Technology. McCollum points out that their initial roll out did not put a strong focus on candidate experience, but she is in the process of revamping their implementation to include many of the candidate-friendly options available through SonicRecruit. “I have begun working with our account manager

to implement many of the career site enhancements like job requisition rollovers, public statuses, candidate portal, career agents and more,” said McCollum. “SonicRecruit already provides a quick and easy application process, but with the kind of specialized talent we recruit, we need every advantage we can gain in making it easy and painless for passive job seekers to apply.”

Jacobs is also retooling their career site integration to better position their military and college recruiting efforts, giving them more visibility and directing applicants to the appropriate portal.

Like many other organizations in the current economy, Jacobs Technology has seen their candidate flow increase. Since the end of 2008, Jacobs’ candidate flow has increased thirty percent to approximately 6,000 new resumes per month with each applicant applying to at least two positions. Having a system like JOLTS/SonicRecruit has made that increase virtually invisible. “SonicRecruit’s prescreening questions have been invaluable in making sure our recruiters aren’t overwhelmed despite a dramatic rise in applications,” said McCollum.

BETTER RESULTS, LOWER COST

Jacobs Technology recognizes that the quality of their people determine the quality of their service. They also know a thing or two about how to implement technology to



improve and enhance organizations. Jacobs Technology's partnership with SonicRecruit has created a recruiting process that helps them better deliver business results to their clients, while reducing their costs and overhead.

ABOUT JACOBS TECHNOLOGY

Jacobs Technology is the advanced technology division of Jacobs Engineering, one of the nation's largest engineering and technical services-only companies. With 70+ years of experience supporting government and commercial clients, they have earned a reputation for excellence and outstanding technical and managerial achievements in quality, performance, and safety.

Jacobs Technology clients include the DOD, NASA, the U.S. Special Operations Command, the DOE, and dozens of commercial clients, such as Boeing, Lockheed Martin, Rolls-Royce, General Motors, Ford, Chrysler and Saturn.

ABOUT CYTIVA SOFTWARE INC.

Cytiva Software Inc. (CRX:TSX.V) provides innovative on-demand talent management software and services to mid-sized and Fortune 500 companies. Its flagship talent acquisition product, SonicRecruit, allows corporations to screen applicants, automate recruiting departments, customize corporate career sites and hire great

people. This premier applicant tracking system improves recruiting effectiveness, speeding up the hiring process and reducing cost per hire. Cytiva's SonicPerform employee performance management system automates employee evaluations, aligns employees around key goals and encourages year round feedback. For more information, visit www.sonicrecruit.com.