

Case study

Kornherr Associates GmbH

„By 2014 we are planning to close down our data center, which will significantly reduce our ongoing IT investment, and little by little move our existing customers into the Cloud.“

Karlheinz Hirn, CEO, Kornherr Associates GmbH



Recruiting Chain Management®

Kornherr Associates was initially founded as human resources consultancy with projects around HR-organization, -development and -consultancy as well as high-level recruiting. In the tight IT labor market of the 90s, recruiting soon became their core business. In times of growth with five-figure applications to be processed all the way through a company per year per enterprise, customers expressed the wish to significantly relieve HR departments in the hiring of new, qualified personnel. In 1998 Recruiting Chain Management® was the first solution of its kind in the European market. Volume processes such as standard communication with the applicants, process control and -documentation as well as parts of the initial selection were outsourced to the software to a wide extent and lean HR departments could focus on their core competencies within the hiring process: Advertising, final selection and contract negotiations; this is still true today and makes for a strong business case for enterprises.

Rolling out the red carpet for your candidates!

Truly remarkable and a strong USP (Unique Selling Point) for Kornherr Associates is the total lack of numerous templates that the candidate has to complete. Such automation may make sense when managing candidates in low-wage jobs, where there is an abundance of applications; in a market with labor shortage and fights over the best candidates, such templates are not an option.

This tedious process goes against the philosophy of Kornherr Associates and additionally is considered little candidate-oriented even by HR managers. The simple fact that a candidate is not discouraged early on and instead is guided through the process every step of the way has proven to be very valuable to customers of Kornherr Associates. Extensive analysis has shown that customers achieve sustained success in their recruitment efforts and is proof of a market-driven HR marketing (e.g. shortage of young professionals and demographic trends). RCM Recruiting Chain Management® speeds up the recruiting process, and makes it more transparent, legally compliant and more cost effective. It is easy to comprehend and learn, which is particularly important for companies who do not hire on an ongoing basis but only occasionally. This also saves training costs.

The customer

Kornherr Associates GmbH distributes – in addition to providing personnel consulting and executive recruiting services as a second source of income – RCM Recruiting Chain Management®, a workflow-based software that supports human resources departments in managing their job applications.



The challenge

Kornherr Associates GmbH is planning to grow its customer base in expanding internationally as well as across industries and add small and medium businesses. Even though Recruiting Chain Management® is available in various languages and therefore can be deployed internationally, the company has reached its limits with its own data center when addressing a 24/7/365-service. Adding mirrored high-performance servers as well as the respective manpower at the data center is very costly and needs to meet highest standards in data privacy protection.

The solution

To offer Recruiting Chain Management® as Software as a Service (SaaS) in the Cloud is the obvious step for Kornherr Associates towards offering their powerful software and services suite, which has been browser-based for years, to an extended customer base. Particularly the high level of security at Fujitsu's data centers made a compelling case for the company, to select Fujitsu and its Fujitsu Cloud Store as a strong international partner. Security is an issue of tremendous importance especially with all personnel data. Their long-term goal is to close down their own data center and run and distribute their software exclusively via the Cloud.

Benefits

- Marketing support by an internationally renowned IT enterprise via the Fujitsu Cloud Store
- New potential clients in HR departments with a low volume of applicants
- Enhanced data security due to certified Fujitsu Global Cloud data centers – outage and access protection as well as 24/7 service
- No upfront investment in hardware and therefore effortless scalability of their own solution
- Existing infrastructure can be used without much programming effort
- Reduced implementation time from six weeks down to several days

Transparent processes inform about all recruitment projects in the enterprise as well as about all stages of a candidate or the number of conducted interviews. Candidate statistics and key business performance indicators shed light on which advertising media are most successful and help to manage and control a company's investment.

SaaS – Just a Logical Next Step

All of these advantages remain unchanged when customers now procure the solution via the Fujitsu Cloud Store. Even before adapting the software to the Cloud-requirements, Kornherr Associates was using a flexible pricing model that charged according to a customer's usage and did not need an up-front IT investment on the customer's side. This made it particularly easy to offer the solution as Software as a Service in the Cloud. The transition together with Fujitsu's team was a smooth one without major programming efforts and took less than four weeks.

Access to Structured Candidate Management the Easy Way

Among the first customers who got on board with and transferred to the SaaS solution was b.telligent GmbH & Co. KG, a medium-size software vendor with over 80 employees in Munich (HQ), Düsseldorf, Hamburg and Zurich. b.telligent is Kornherr Associate's development partner and was in charge of the conceptual design of the software. In that light it was only natural for CEO Sebastian Amtage to consider a migration into the Cloud. Their HR department is lean and they have been discussing the introduction of Recruiting Chain Management® for a while. With the Cloud-solution, Kornherr Associates' flexible cost model became even more flexible and projectable.

Products and Services

- Software as a Service via the Fujitsu Cloud Store
- Infrastructure as a Service by using Fujitsu Global Cloud data centers
- Flexible maintenance solutions

Highest Standards in Security and Flexible Service

The fact that all data will be hosted in Fujitsu's Cloud and not in Kornherr Associates' data center because Infrastructure as a Service is being used, is not a problem to b.telligent. Kornherr Associates and its customers benefit from the know-how of a global corporation and its high-security data centers. Power outage and access protection are guaranteed and the data centers have certificates at their disposal that only a global player can provide in the long run.

The SaaS solution can grow with its customers and responsibilities. This also means flexible service benefits. The Fujitsu data center, on which Recruiting Chain Management® will run in the Cloud, is located in Neuenstadt in Baden-Württemberg. This ensures that the strict German data protection laws are observed.

Fujitsu – Strong Partner in the Cloud

It was mandatory for Kornherr Associates to only consider a strong partner with a vast international presence such as Fujitsu. Particularly their sensitive personal data in HR require a high level of steadiness and consistency. A well-know brand name is of the utmost importance as it creates trust in its customers. The international orientation of Fujitsu was crucial to Kornherr Associates when it came to the extension of their sales channel.

„We were up and running in the system within days and ready to go with a few mouse clicks. It's still a lot of fun to work with the software and the additional features through the store are just as user friendly. We particularly like the enhanced data security that Fujitsu provides. It's a fact that HR with all their candidate data needs high standards and requirements when it comes to data protection.“

Sebastian Amtage, CEO, b.telligent GmbH & Co. KG

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