



People Developing Systems



Success Brief

Michael Page
INTERNATIONAL

“One of the key reasons why Michael Page chose the solution from Microdec is that it had a fully scalable, highly robust database and the system is functionality-rich and requires zero administration, which makes it extremely efficient and easy to use.”

David Partridge,
Global IT Director,
Michael Page
International

GLOBAL RECRUITMENT SUCCESS

Microdec Profile 2000 chosen to help drive global success

Company Michael Page International

Michael Page International is one of the world's leading recruitment consultancies. Founded in 1976 in London by Bill McGregor and Michael Page, the group now operates in 16 countries, employs 5000 people worldwide and is listed on the London Stock Exchange. As a recruitment consultancy practice, Michael Page acts as an intermediary on behalf of clients, identifying and sourcing candidates for recruitment into permanent, contract, temporary and interim positions.

The recruitment business is a highly competitive industry. Competition has been intensified still further by current economic conditions, meaning that fewer companies are hiring. As a result, the pressure is on for consultancies to differentiate themselves from their competitors and to react quickly to fast changing market conditions.

CHALLENGE

The company had been using Microdec's Profile R5 database solution since 1991 and although R5 had served Michael Page very well, the company wanted to provide its users with a Windows workflow interface and greater integration with Intranet and Internet technologies. Better workflow interfaces make consultants more productive, improve management information and ultimately enhance the client experience.

Michael Page needed to find a supplier who could offer support across its worldwide operations and provide a solution that would accommodate not only current but also future business needs along with its Internet integration plans. It drew up a shortlist of over 50 companies, which was soon reduced to just a few who could potentially meet all its business requirements. These were then put through a rigorous evaluation process. This consisted of two stages: first, a 'model office' to test solutions in a real-life environment; and second, a qualified benchmarking test.

The model office consisted of 20 staff from different countries and markets that were brought together to pilot solutions, assess their functionality and experiment with them in a real-life situation. *“Model office was a very important part of the decision making process,”* said Mark Bowyer, Business Development and Marketing Manager, Microdec Plc.

Michael Page created a team of consultants from each country and from all parts of their business to assess the functionality of Profile2000. As a result of these tests, the competing solutions, including Microdec’s Profile2000, were then modified to fit the exact requirements of all Michael Page users.

Michael Page wanted to take the evaluation further to ensure that the applications that had got this far performed as they had been reported to. This would also find the very best contender, given the substantial financial investment that was being made by the Board. It therefore decided to stage benchmarking tests at IBM’s prestigious Hursley Research Laboratories. Typical user work patterns were recorded, using specialist software testing applications and real users enabled Microdec, Anywhere Solutions (suppliers of Sybase database engine) and IBM to play back every keystroke and action to imitate real-life usage.

SOLUTION

Profile2000 handles the complete recruitment process, from business development, client and candidate CRM and vacancy management through to appointment. It incorporates a relational database of company, vacancy and candidate records with associated multimedia documents, for which search results can be produced in seconds.

As part of the benchmarking tests, Michael Page stipulated how fast data windows should open or search results be returned.

Profile2000 performed over 400% faster than these requirements on a database with over 30 million records, illustrating that it was more than capable of meeting the company’s business needs.

“The benchmarking tests gave us an opportunity to really prove the performance of our database,” said Clive Seagers, Technical Director, Microdec Plc.

“Michael Page set some time requirements for a series of actions, including adding records, field searches and updating records and even we were surprised at some of the results achieved.”

Indeed, Microdec added records to the database at an equivalent rate to adding all the registered companies in the UK within 24 hours. As a result of the benchmark testing, Michael Page decided to adopt Microdec’s Profile2000 across 107 offices in 16 countries. It selected the application because of its high levels of performance and robustness and because it could be configured to suit the company’s functionality requirements. The choice was also made on the basis of Microdec’s global credentials and the underlying position it has within the recruitment marketplace in terms of software and implementation skills.

Since 1983 Microdec Plc has been developing Recruitment Software systems, which comprehensively address the requirements of the Recruitment industry.

Based on a philosophy of continuous improvement, we constantly liaise with our customers, in order to improve our products and services, thereby ensuring that we offer solutions that are both reliable, cutting edge and an outstanding service to match.

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