START RECRUITMENT SOFTWARE

Start Recruitment Software is based on Link, a European Groupware leader with 5000 users in 200 sites.

It is targeted at consultancies that provide the range of recruitment services – File Search, Advertised Selection, Executive Search and Contracting, making it suitable for High Street, Specialist and Search consultancies. It can be completely customised to your competitive processes or Off-the-Shelf with all the functionality you would expect:

- handle high volumes of CVs and Vacancies
- Contact Management to word and code search CVs, Vacancies and Clients
- ship adverts to the internet
- Document Management with reliable open connectivity to any other software, including merges with MS Word & Outlook, for the Paperless Office
- Sales Force Automation to track and trigger the process with Key Performance Indicators
- Corporate Intranet with centralised diaries & To-Do Lists
- High Street, Specialist & Executive Search modules covering
- File Search, Advertised Selection, Executive Search and Contracting

Plus

- Easy implementation, either Off-The-Shelf or Customised to your Competitive Processes with powerful evolving technology, data conversion and scalability
- Web-Server, ASP and Palm modules, included as standard, allow "anytime, anywhere" internet recruitment, global and home working, infrastructure free new offices, and can turn your database into an interactive job-site
- Training is simple as Start works like you do, backed by detailed User Manuals and On-Line Help
- Dedicated Account Management Support or Support Yourself - help-desk - phone, remote-access, on-site

Why Link?

When developing its recruitment product Start understood that Recruitment Software is a combination of the emerging technologies of Groupware, Knowledge Management, Document Management, Workflow and Sales Force Automation. As such, rather than starting from scratch, it conducted a wide ranging analysis of existing products in these areas. The analysis was so wide ranging in fact that it suggested that Link Software, based in Belgium, had the ideal foundation. Link is a fully relational Windows based CRM database which is particularly adept at managing, as you would expect from the name, links between Companies, Contacts and Projects. This Start felt to be what recruitment was all about, rather than a collection of one-dimensional contact cards. Also, people have been using Link software since 1994 and there are now 5000 users in 200 sites; as such the software is known to be bug-free and highly reliable. Link is also quoted on the Belgian Stock Exchange with backing from industry figures Start knows as highly respected. The software has powerful parent-child functionality, which makes it ideal for multi-site consultancies; it also already runs on internet web-servers, which is functionality possessed by hardly any other UK recruitment software. But most importantly Link Software is easily configurable both in-house and on an ongoing basis by clients themselves, to match their working practices. This is in contrast to the majority of "off-the-shelf" software packages which dummy down recruitment businesses into standardised processes.

As such Link was an ideal solution and Start agreed to be Link's UK partner for the design, development and sales of HR solutions. Start's role is to design solutions for individual recruitment clients, distribute and support them.

Hardware and Operating System: from single-user stand alone PCs (or laptops) on Windows 98 or 2000, to multi-user PCs networked (NT) together, to PCs connecting to web-hosted databases on intranets or the internet.
Address: Start, The Business Village, Broomhill Road, London, SW18 4JQ
Tel: 020 8871 5271
email: sales@elinksuite.co.uk
Web-site: www.elinksuite.co.uk
Prices: Licence - £850 per user. Services are charged at £750 / day + expenses, dependent on client needs and agreed in advance (minimum 1 day) e.g. Hardware Analysis, Data Conversion, Adapt system, Installation, Training.

Start Recruitment Software Online Demonstration

Tips to Help the Demo Run Smoothly

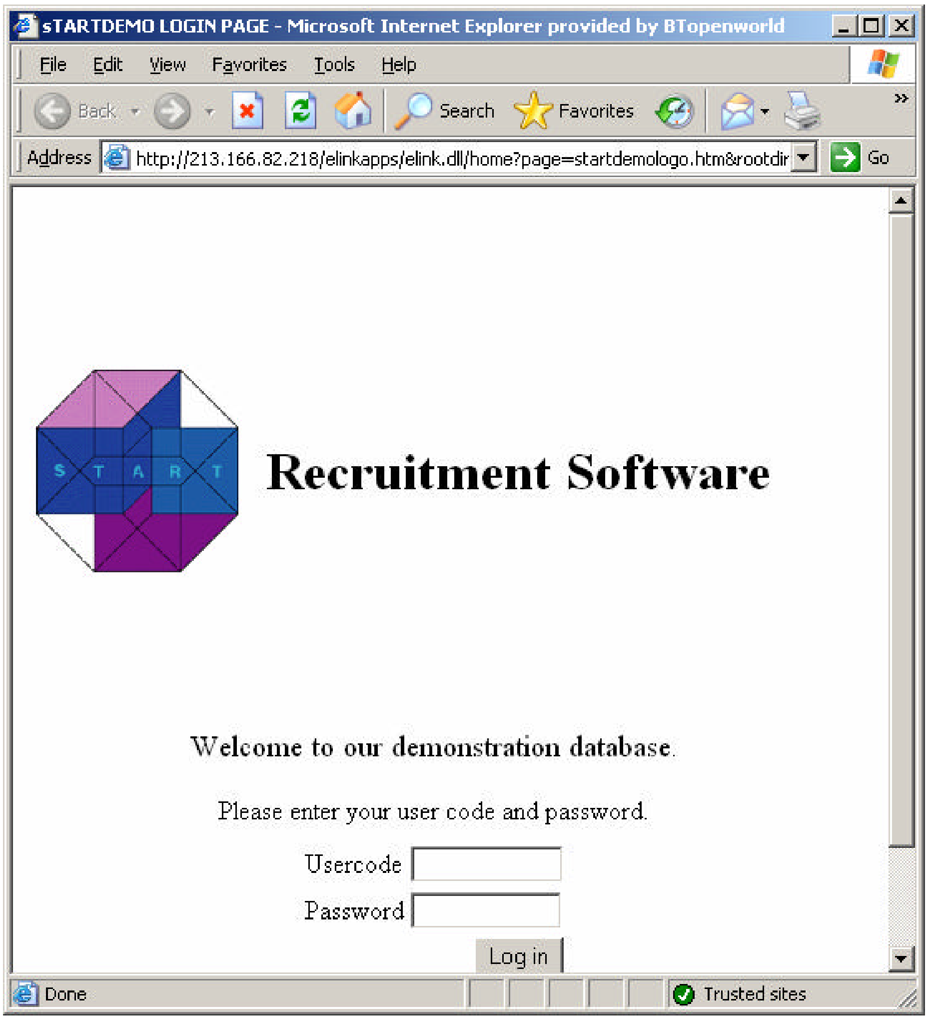
If you get any error messages during the demo it is normally how your browser is set up; we can obviously set these right on purchase but for the demo you can usually simply click OK and continue. If you cannot continue, log out and try again, or contact us. The most immediate error is an ActiveX message - **"Microsoft Internet Explorer Warning: Your current security settings prohibit running ActiveX on this page. As a result the page may not display correctly"**. If you get fed up of the ActiveX error message you can set it right yourself - the instructions are listed at the bottom of this document. Otherwise ignore the error message and click OK.

With regard to the data in the demo, while some attempt is made to have it make sense (e.g. Director vacancies should be coded as Directors), please do not base your impression on this – it is the software you are looking at!

How fast is the program: virtually all processing is done on the web-server so it runs very fast. If it appears slow this will be your Internet connection speed. We would not recommend working with 56K modems, but they are fine for occasional work and, hopefully, now. In practice, ISDN is fine and ADSL (now only £29.99 a month) is excellent.

Size of Screens: if ever a screen is too large or small it can be stretched (drag your mouse at the edge of the box).

To get to the Online demo follow the link on the online demo page "click here to proceed with the demo." And the following page will be displayed.



Log in with the following information:

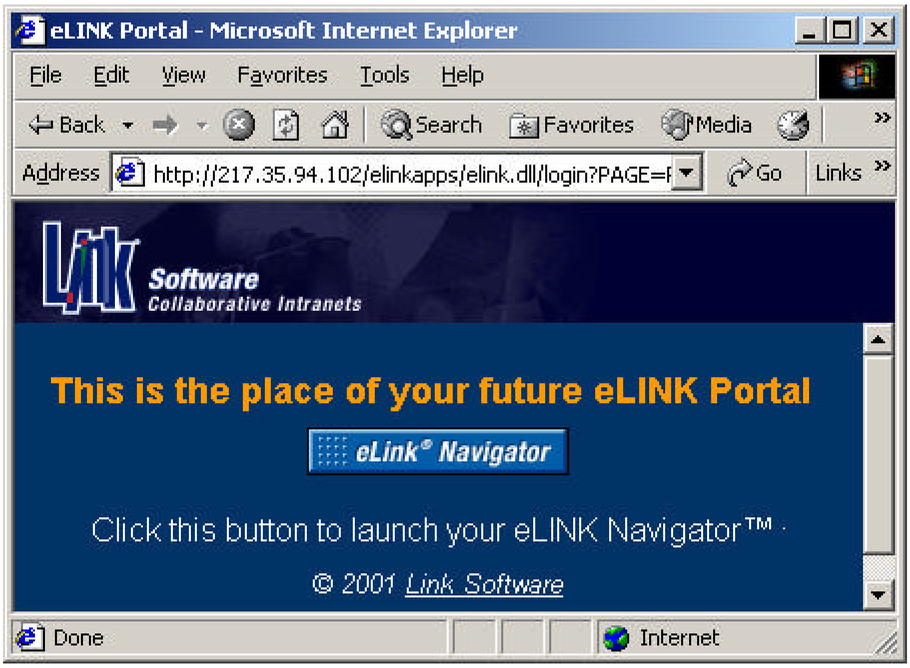
Code: **fred (lower case)**
Password: **fred (lower case)**

and click on "**Login**".

Now you are Logged On

After clicking “Login” two new windows open. If you are using a 56K modem this may take a couple of minutes, during which time the windows may only display partially. Please be patient. Once logged on, speeds are faster.

“**eLink Portal**”. This larger blue window simply loads some components and can be ignored. You can close it ("x" in the top right hand corner of the window), as soon as the second, smaller screen - the “**eLink Navigator**” - appears.



The **eLink Navigator** is the small Yorky Bar size web-page whose icons open, in different windows, the many different parts of the software. It is the lynch pin of the program and always on when you are running the software.

Hovering your mouse over any icon identifies what it does.

You are now Fred, a Consultant managing his recruitment business with Start’s “off-the-shelf” design of Link for recruitment. This comes fully loaded with codes for jobs, skills, geographical criteria etc. However all the screens can be fully customised to your working practices in a design process that is normally hours rather than days. What you are looking at is also a fully working system - once you get the hang of the walkthrough below feel free to meander and look up new things; this is not a one-dimensional demo. In fact, if you wish to go ahead with your purchase, the easiest way to Start is on this basis; we would simply host your database for you. You then have time to decide if you want to host it yourself, get a different web-hosting company, or carry on letting us host it.

If you have any other programs running, close them during the demo; this is not for power reasons - you are only running Internet Explorer – its just that having too many programs on at once may be confusing the first time.

Introduction

Start contains three main databases, which are accessed via the eLink Navigator icons.

Company Manager: Client Companies are stored in Company Manager. In this demonstrator companies are called ABC, BCD, CDE etc.

Contact Manager: Client Contacts and Candidate Contacts are stored in Contact Manager. In this demonstrator Client Contacts' surnames are African Animals or Precious Stones, and Candidate Contact surnames are Shakespeare plays. In Start, Client Contacts are linked to the Client Company they work for, with this employment relationship defined; this easily differentiates them from Candidate Contacts, but also allows Clients to be turned into Candidates, and vice-versa.

Projects: Vacancies are stored in Projects. There are about 25 vacancies in this demo from Network Administrator, to Oracle DBA to Marketing Director to Driver to Secretary.

Demonstration

This demo walks you through the different elements of the system and shows you how you can move from one piece of information to the next by following the hyperlinks.

Step 1 - Company Manager and Searching for Records

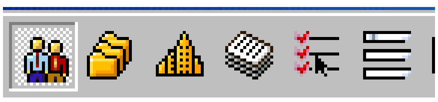
To begin, click on Company Manager. The card of the most recently looked at record opens in a fresh window; you can see the Name, Address and Phone Number in the standard fields at the top.

You should be looking at the record for EFG Test Ltd. If you are not, it is just that, as this is a live interactive demo, the last person who used the database did not look at EFG.

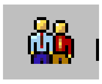
In any case now is a good time to find out how to search for records. This is done by the magnifying glass icon "Search for another Company", so click on this. The Search Company screen is displayed. Here just type "e" in the white "value" field. Link will search its database for companies beginning with "e" and find EFG. Click on it and go to EFG's record.

If at any stage during the demo you find yourself off on a tangent to this script (i.e. you are looking at different records) you can get back on track by searching for the right record via the magnifying glass. However, following the tangent may also be interesting! Another route to the Search Company screen, rather than the magnifying glass, is to click on the words "Company", "Contact", "Project" etc. on the eLink Navigator, rather than the icons.

Back in EFG, in the middle at the top, are a series of 'picture icons', denoting Contacts, Projects, Companies, Documents, Actions and Custom Fields.



Each of these are different "pages" in EFG's record. Click your way through them from left to right.
Linked Contacts: displays all Contacts who work at EFG, in this case Paula Onyx, PR Manager.
Linked Projects: displays all vacancies at EFG, in this case an Oracle DBA, a Secretary and a Consultant.
Linked Companies: all companies linked to EFG e.g. sister companies, Head Offices, different sites (none here).
Linked Documents: any document (email, Word, Excel etc) linked to EFG, in this case the email with the job spec.
Linked Actions: any event associated with EFG, in this case a cold call and a meeting.
Custom Fields: these are demo fields to code EFG; any number of fields, with limitless contents, can be displayed to your design, and all can be searched in any combination, including combining them with CV word searches.

Step 2 - Contacts 

We will now look at our contact Paula Onyx again. In EFG go back to “Linked Contacts” by clicking on the “button”. Displayed is Paula. Click on her. This opens her Contact Manager record in a new window. Again her name and address is displayed as standard. Work your way through the different pages in her record via the button bar icons.

Linked Actions: the same actions as we saw before, but in Paula’s own record. Nearly everything can be linked to everything. This is one of the reasons why Link is so good for recruitment.
Linked Documents: all emails from Paula. If ever you want to find something, its in their record.
Linked Projects: the two vacancies Paula gave Fred.
Linked Companies: Paula’s relationship with EFG (a reverse view of the link in the Company Record).
Linked People: not filled in, but can be used for reporting structures, organisation charts, networking groups etc.
Custom Fields: the demo fields to code Paula.

Step 3 – Projects and Editing Records 

Let us look now at a Vacancy Paula gave Fred. To go to Project Manager, click on the Linked Project "button". This displays all of Paula's jobs, including an Oracle DBA. Click on this. Projects only have 3 button bars:

Linked Actions: triggering and tracking any event linked to this vacancy, from placing adverts (ticked as done), matched CVs needing to be reviewed, and recording CV sends.
Linked Documents: any related document e.g. the job spec
Custom Fields: the demo fields to code this vacancy.

To give you an idea of the potential in Custom Fields we will now have a look at these. On this Project Manager screen click on the “crayon” icon in the top left hand corner to display the “Edit Project Information” screen. In Description is the job description in text form: anything more detailed can be stored in a linked Word Document.

The fields are either Edit fields, in which case they can just be typed in; Drop Downs, where you click on the drop down arrow and a little selection appears; or Multi-Select, where you can select more than one from the selection.

Most of them are common sense, just try them out. Some might require a little explanation.
Industry: Standard Industry Codes (SIC); if you have you own coding system this can be easily substituted.
Role: a coding method for job title, incorporating discipline and duty.
Skills: a fairly broad skill code list, easily added to as new technologies emerge.
Forecast Fee: an example of the software doing maths, working this out from the %fee and the Permanent salary.

The Vacancy is linked to FRED and Paula, but not to the Company EFG, and it should be. We can do this now. Click on the Company icon to display the Search Company screen. Type in “e” and select EFG. The vacancy will now appear in EFG’s record. You would normally click OK to save this, but on this occasion please exit back to Project Manager and Paula’s record by clicking Cancel. This is just to avoid confusing the next demo!

Step 4 – Documents and Emails 

In Paula’s record click on the Linked Document “button bar” to go to her Documents. You will see an email. Click on this now and you will go to the Edit Document screen. This is a full copy of an email she sent, imported from Outlook. Note it is linked to FRED, Paula, EFG and the Vacancy, so it can be cross referenced from any of these.

Have a Break!

Close the Document by clicking OK. The next bit of the demo will be to find an Oracle DBA for Paula’s vacancy. But, as a break, tidy up by closing the open windows ("x" in the top right hand corner) as far back, but not including the eLink Navigator. If you do close the latter you will need to log-in again.

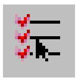
Queries

At the eLink Navigator click Queries. Click on the Saved Search "Srch Candidate Profile". The search pauses to allow you to change the search word, but accept "Oracle" for now and click through to find the four Candidates on the system with Oracle skills, including Jerry Labours. Here we have searched one field in the Candidate's record, but any combination of fields can be code and word searched (including the whole CV). Searching even thousands of records is very fast and scaleable as your database grows, the software running on Interbase, SQL and Oracle.

Candidates, Coding them, Processing them, and their CVs

Let us find a bit more out about Jerry Labours for this job. From the Query we can go straight to his record.
Custom Fields: e.g. Salary, Role, Industry, Skill. This is input by data entry or, if you are doing online registration, by the Candidate. If you want to look at these in more detail just click the pencil icon, as you did in Projects.
Linked Documents: all documents relating to Jerry (emails, Acknowledgement / Interview letters etc.). In particular never lose a CV again, as its in their record. Clicking on "CV of Jerry Labours " displays the Edit Document screen; clicking on the CV opens it on your Word. Once done close Word and OK the Edit Document window back to Jerry.
Linked Actions: a record of everything the consultancy has ever done with Jerry, cross referenced throughout.

Actions e.g. Sending CVs



Let us shortlist Jerry for the Oracle job. In his record click on the Actions "button" and once there in the top right hand corner click on the Add Action icon. The Edit Action box is displayed. Actions process all recruitment activities, from Canvassing, through Resourcing, CV Arrival, Short-listing, Interviews and Placement; all undone Actions are Triggered in your To Do List and, once done, they keep a Track of Key Performance Indicators.

Jerry is already linked to the Action (because) you created it in his record. Move your mouse over Projects and click on "Add Link to Project". Search for the Project by typing "O" in the Value box; searches begin on the first letter so you don't need to type the whole word, but can do if you want to narrow searches down. Select the Oracle vacancy and you find yourself back at the Action box, now with both Jerry and the Vacancy linked. Now click on the drop down arrow to the right of Mode; the screen opens quite small but if you stretch it by dragging from its bottom right hand corner you can see its full contents. These are the off-the-shelf different stages to this recruitment process; they can be easily tailored to your own methods. Select "4f Shortlist To Go". If you cannot get the box to enlarge, just scroll down to this step, or jump to it by hitting the number 4 on your keyboard. Now click OK.

You go back to Patrick's record. As such, if he calls up, in his record there is a list of everything that has happened or is happening to him. Similarly, if you now click on the Project “Oracle DBA”, in that Project is everything that is happening on that Vacancy. Everything can be linked to everything - just what we want to do in Recruitment!

To-Do-List and Agenda

Close all the Windows again to take you back to the eLink Navigator. Now click on To-Do-List to see the Action you set up to send Jerry's CV forward. Let us say we want to do this today at 3pm i.e. put an Action in our Diary. Click on the User Fred to open the Action; in the Edit Activity there is a little clock icon next to the date, called Schedule. Click on this and the screen turns blue. Click on Date & Time and select 16.00 hrs this afternoon. Click OK to close the Edit Activity box and "x" to close the To-Do-List and get back to the eLink Navigator. Now click on Agenda, and you will see your diary for today, including the Scheduled action to shortlist Jerry's CV. You can also look at the other diary views, weekly and monthly. When you have finished, close Agenda to go back to the eLink Navigator.

Mailbox

That is about as far as we can go with the on-line demo. The next step would be to go into Mailbox and send the CV. Mailbox is a direct link to your own Outlook mailbox. As such when you click on it, you go straight to your own Outlook. You can even access and cross reference all the Databases (Company, Contacts, Projects, Agenda, Documents, Actions) direct from Outlook, if you prefer this interface. But, this does require a small bit of set-up code (and afterwards it needs to be turned off), so we tend not to do it in the demo. If you have liked what you have seen and wish to move forward we can easily arrange this at a meeting. For now we ask you to take our word for it!

Feedback

We hope you have liked what you have seen. Please feel free now to go in and browse around the system. Once finished please remember to "log-out" and we would appreciate it if you would contact us with your views, or we will contact you. Please come back again if you want to try other things. Contact us if the password has changed.

Frequently Asked Questions

Q : Can I customise the eLINK© interface to fit my business needs ?
Yes. eLINK© is completely customisable in terms of interface - HTML pages -- and behaviour -- Javascripts and Workflow scripts. Business solutions functionally close to eLINK© can be achieved in a very simple and efficient way by means of existing eLINK© tags. More complex business solutions can be built through the flexible eLINK© SOAP service.

Q: Can I automate my business-specific workflow with eLINK© ?
Yes, with its Workflow Scripting Language, eLINK© enables the rapid implementation and deployment of any workflow to automate recurrent tasks and processes.

Q : Can I import or export my data into or from eLINK© database ?
Yes, you can. An import tool has been developed for DB Administrators. All current formats are compatible : *.txt, *.dbf, *.xls, *.mdb, but if you do not wish to do it by your own, you can hire our Professional Service engineers to do it for you.

Q : Is eLINK© compatible with my own sales management tool ?
Yes ! eLINK© is based on an open architecture and only depends on your own system, but eLINK© is also a comprehensive sales management application.

Q : Can I extend my eLINK© application to my Customers, Suppliers and Partners ?
Yes, eLINK© has been specifically architectured for that. eLINK© is typically used as an extended-enterprise e-Collaboration platform for any kind of business sectors.

Q : Is eLINK© compatible with international projects requiring a multilingual user-interface ?
Yes, eLINK© is designed to support multilingual access to the same corporate data, enabling cross-border application deployment with LAN/WAN attached or Remote users.

Q : Can I interconnect my corporate Website with eLINK© ?
Yes, for example from your corporate website you can capture your customer's profiles and queries into eLINK© 's Database and manage your customers / prospects from eLINK-CRM.

Q : Can Remote users reasonably access eLINK© through an analogue telephone line ?
Yes, remote users can perform an access to eLINK© through a basic 56K modem or an ISDN line and take advantage of all the application features.

Q : Which email systems are supported by eLINK© ?
eLINK© is integrated server-side with all major Mail Servers either natively (Microsoft Exchange) or through a POP3/SMTP access (Lotus Notes, Eudora, Netscape). On the client-side Microsoft Outlook can be used as eLINK©'s default mail client giving access to your usual Internet mail service.

Q : Can eLINK© helps me process my huge amount of emails ?
Yes within few clicks, eLINK© converts them as tasks, scheduled actions or documents and attaches them to the related companies, contracts, and projects. eLINK© provides a great solution to value and contextualize the growing flow of emails.

Q : Can I use PC or Mac on the client desktop ?
Yes, PC's and Mac's can be used on the client desktop as long as they run Internet Explorer 6.x or Internet Explorer 5.x Mac Edition. Some limited functions are unavailable on Mac OS systems at present.

Q : Can I synchronise PDA's with eLINK© ?
Yes, with Link2Palm, you can have a full or restricted bidirectional synchronisation. PDA's running Windows CE are not supported yet, but can be synchronised through Outlook.

Q : How long does it take to install eLINK© ?
Typically a couple of hours installation is required to make 50 users up-and-running eLINK©. Since eLINK© is a web-based application, zero installation is required on the desktops.

Q: How long does it take to set up and deploy eLINK© through my organisation ?

The deployment of eLINK© can be planned gradually based upon your organisational constraints. Our Professional Services engineers will assist you with all the needs you may have with regards to change management, application customisation, user training,…

Q : Is it possible to install eLINK© myself ?
Yes, but after a competency transfer by a Link Software engineer.

Q : Which relational database systems are supported ?
The Database Server can be either MS SQL 7.0 (Microsoft), Oracle 8.x (Oracle) or Interbase 5.5 (Borland) on NT Server. Interbase 5.6 (Borland) can also run on Linux.

Q : What about eLINK© and security ?
eLINK© is a web-based application so you can adopt classical web security solutions : firewall, VPN, SSL, etc...

Q : Should I buy a license or pay a monthly lease ?
It's up to you. You can either buy a license or rent the application through one of our ASP (Application Service Provider) Partner.

Q : What services do Link Software and its Partners provide ?
Analysis before sale, installation, training, hot-line & upgrade contracts, specific development, data import, etc...

Enabling ActiveX in your Internet browser

To "enable ActiveX" go to Internet Properties / Security Settings / Custom Level / Security Settings:
Enable all ActiveX controls and plug-ins
Enable: Download signed ActiveX controls
Enable: Download unsigned ActiveX controls
Enable: Initialize and script ActiveX controls not marked as safe
Enable: Run ActiveX controls and plug-ins
Enable: Script ActiveX controls marked safe for scripting.
Java Permissions: set to medium security. OK!