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INNOVATION DAY

EARL RENNISON

Vice President, Architecture
Monster Inc.

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Power Resume Search

6sense™ SEARCH TECHNOLOGY

SeeMore™

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"HOW DO YOU STAFF PROJECTS AND FILL OPEN POSITIONS?"

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90 SECONDS TO REVIEW
1 RESUME

2.5 HOURS TO REVIEW
100 RESUMES

2 YEARS TO REVIEW
150,000 RESUMES

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THE DOWNSIDE

- **What** candidates knew was less important than **who** they knew
- No way of knowing exactly what talent the company had on staff
- Couldn’t accurately determine what skills they lacked

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WHAT IF A COMPANY COULD…

COMPANY EMPLOYEES

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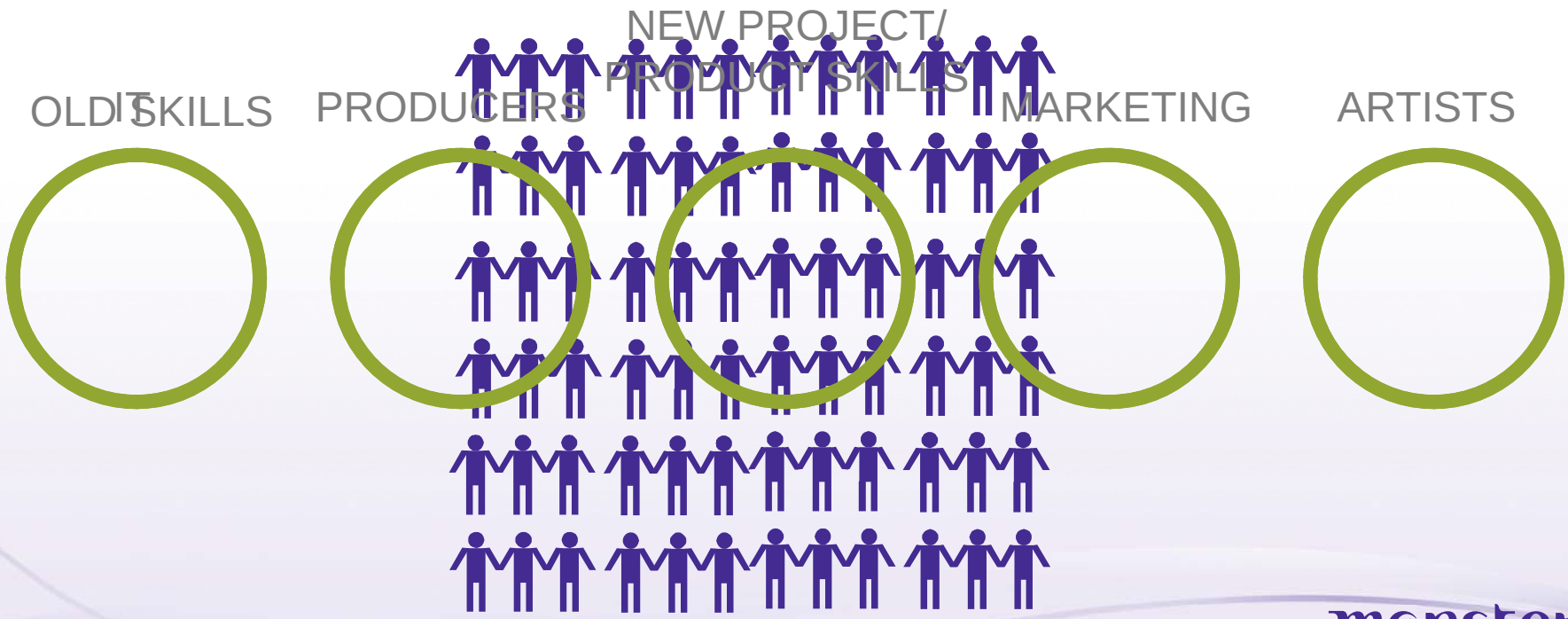
WHAT IF A COMPANY COULD…

COMPANY EMPLOYEES



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WHAT IF A COMPANY COULD…

COMPANY CANDIDATES

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WHAT IF A COMPANY COULD…

BOSTON

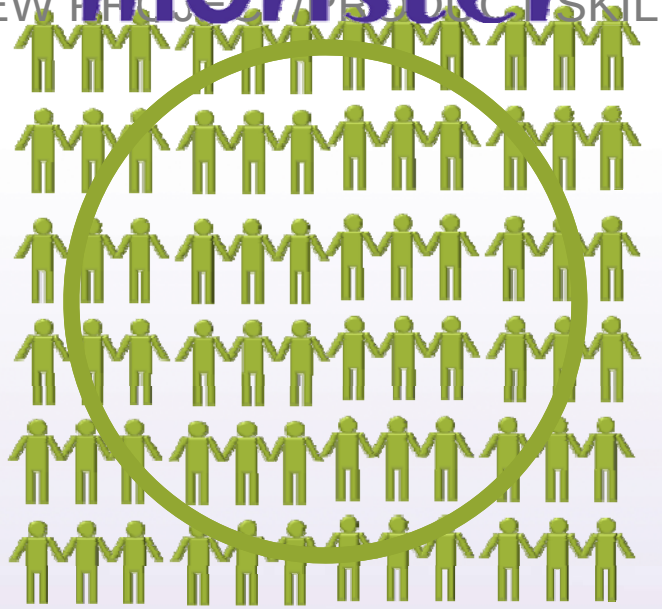
COMPANY CANDIDATES

COMPANY WEBSITE

NEW PROJECT/PRODUCT SKILLS

SAN FRANCISCO

NEW YORK



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OBJECTIVES

- Create a technology that could analyze resumes as well as hiring manager
  - Automatically read the resume and evaluate skills
  - Understand depth of individual's experience
  - Roll up talents into broad set of skill classes
- Earn the trust of employers

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THE FOUR ESSENTIAL CAPABILITIES

1. Automatically and accurately parse a resume into detailed sections and fielded data
2. Analyze text of the parsed resumes and match it to concepts in a KnowledgeBase
3. Developed a dynamic query engine that can search complex semantic graphs in microseconds
4. Built an engine that can select and sort matches with "human" level of accuracy

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GO TO MARKET ACCOMPLISHMENTS

- **Scale:** 1MM → 30MM Resumes
- **Speed**: 60 seconds → 1 second
- **Number of users:** tens of users → millions of users
- **Updates:** Once a day → Hourly
- Easy to use and intuitive UI
- **Languages:** English → French, German, Dutch, and more on the way

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Power Resume Search

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POWER RESUME SEARCH

- Combines the world's most extensive resume database with an unprecedented level of searching power
- Uses 6Sense to match candidates on actual, relevant experience, skills, education and more
- Automatically sorts, scores and ranks candidates for easy comparison
- Goes far beyond the traditional keyword search, saving time and increasing productivity

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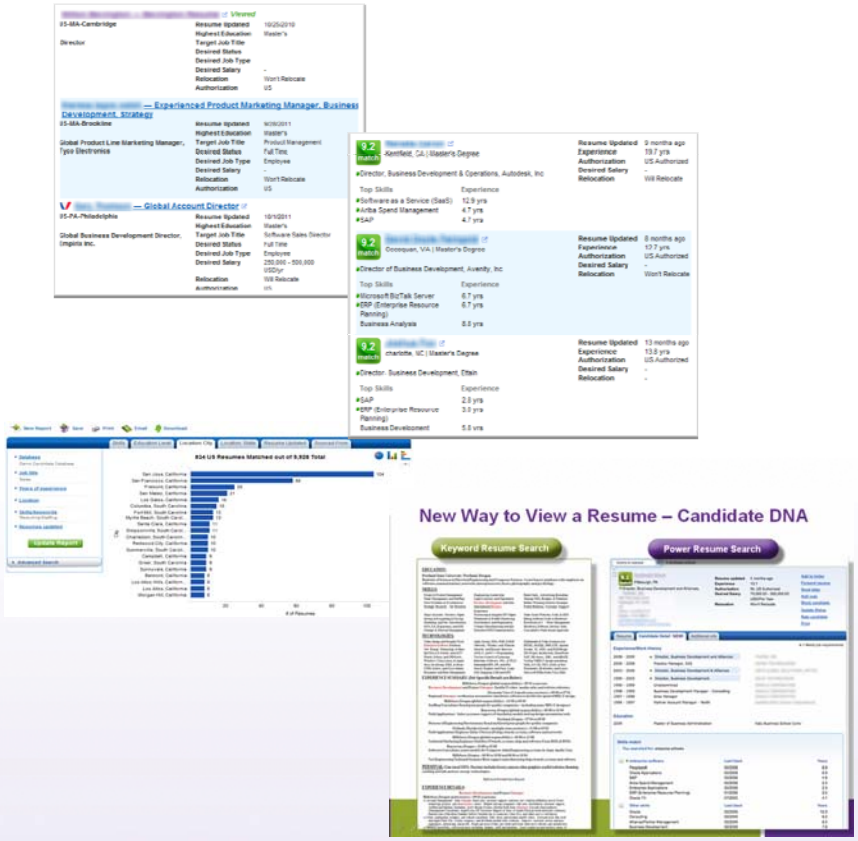
Power Resume Search

SeeMore™

monster®

SeeMore™

- Revolutionary technology platform
- Allows employers to search every talent source in one place
- Enables companies to quickly and easily find and rank potential candidates



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TALENT DASHBOARD

- Single, comprehensive view of an organization's talent
- Answers very important questions
  - Do we have the right skill set?
  - Do our recruited candidates address our skill gaps?
  - Where should we focus our future recruiting efforts?
  - How can we invest in our people best?

VALUE TO CUSTOMERS

SeeMore™ **Power Resume Search** 6sense SEARCH TECHNOLOGY

- A deep understanding of their current workforce
- A clear view of the kinds of skills and experiences they now have
- Data and insights to close any gaps and plan for the future

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SeeMore™

Power Resume Search

6sense SEARCH TECHNOLOGY™

FIND BETTER!

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NIKOS LIVADAS

Director of Sales NA, Software & Cloud Solutions

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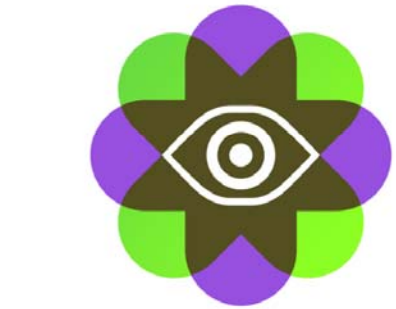
INNOVATION DAY



THE WORLD'S FIRST ENTERPRISE-CLASS SEMANTIC SEARCH SOFTWARE PLATFORM FOR YOUR TALENT POOL

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3 INDUSTRY GAME CHANGERS

- Semantic Search
- Search Driven Business Intelligence
- Cloud

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SEMANTIC SEARCH

SEMANTICS

from Greek *sēmantiká*, is the study of

meaning

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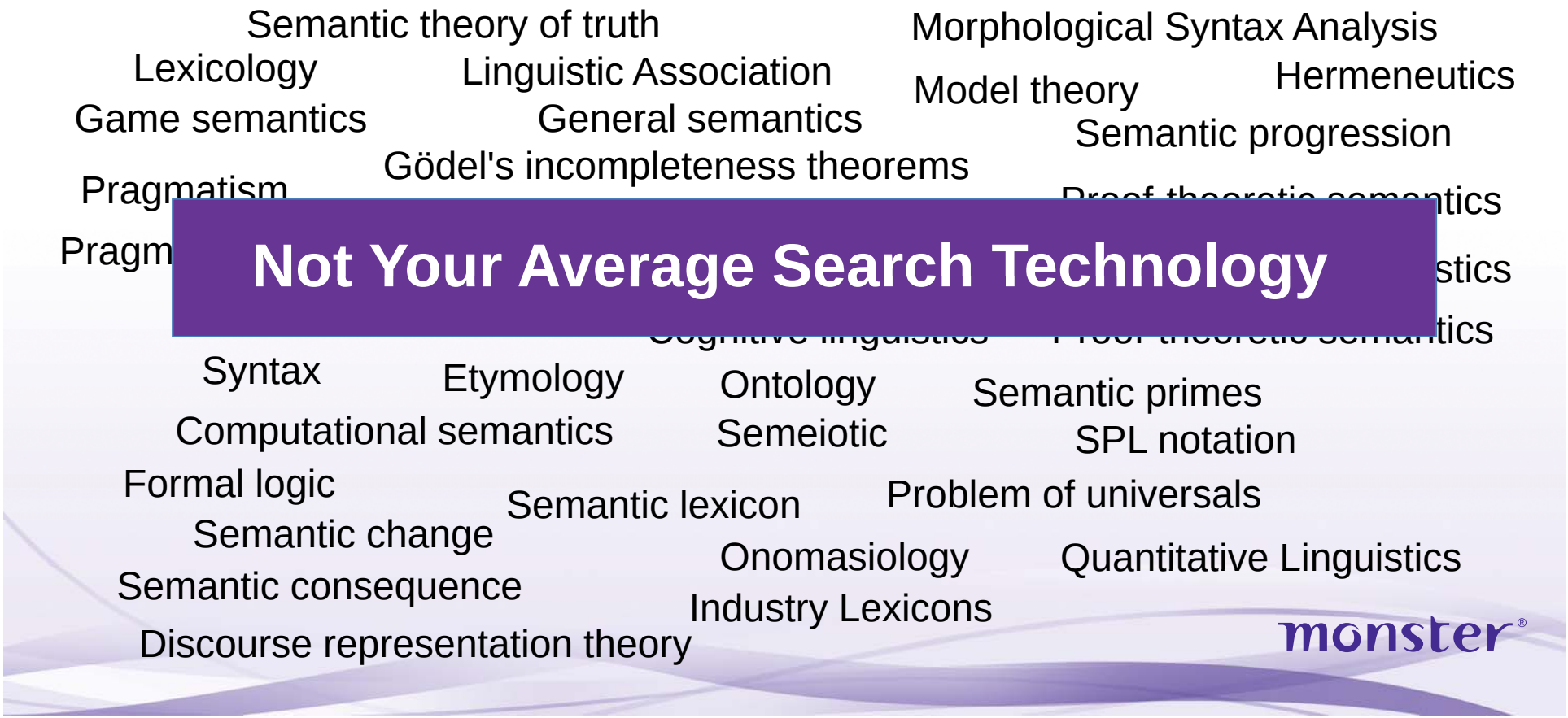
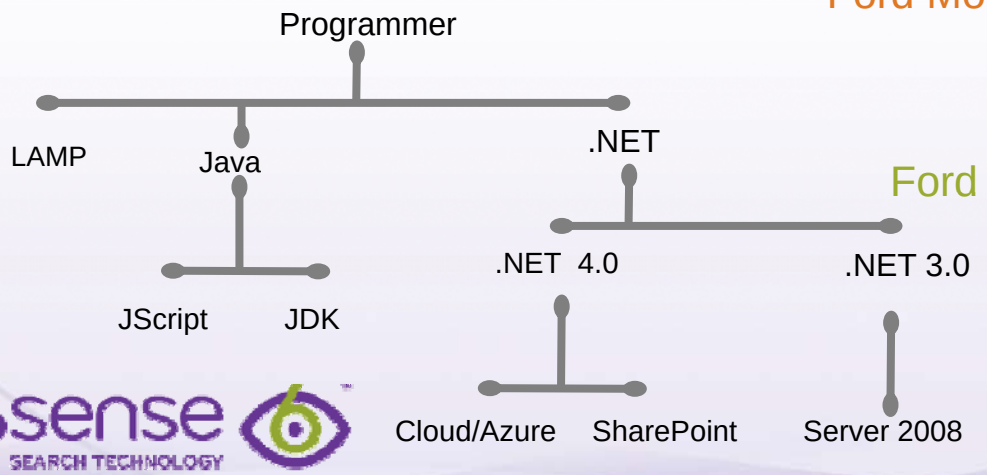
SEMANTIC TECHNOLOGY & ARTIFICIAL INTELLIGENCE
THE ART OF LANGUAGE BLENDED WITH TECHNOLOGY



SEMANTICS IN THE SEARCH FOR TALENT

CONCEPTS

- Searches on the meaning of words
- Understands job titles, skills, industries, education etc.
- Understands the hierarchy of concepts



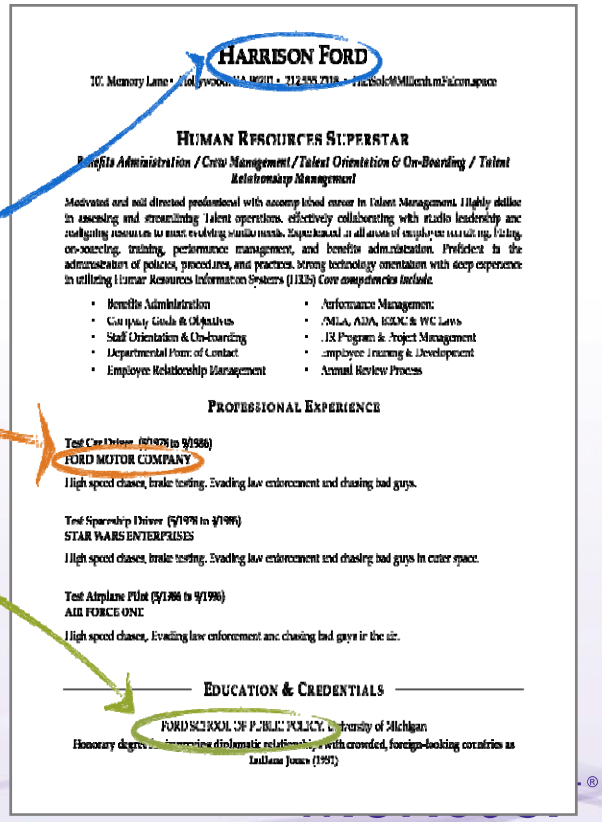
6sense SEARCH TECHNOLOGY

CONTEXT

Harrison Ford

Ford Motor Co.

Ford School



HARRISON FORD

HUMAN RESOURCES SUPERSTAR

Benefits Administration / Crew Management / Talent Orientation & On-Boarding / Talent Relationship Management

Motivated and self directed professional with accomplished career in Talent Management. Highly skilled in assessing and streamlining Talent operations, effectively collaborating with studio leadership and realigning resources to meet evolving studio needs. Experienced in all areas of employee recruiting, hiring, on-sourcing, training, performance management, and benefits administration. Proficient in the administration of policies, procedures, and practices. Strong technology orientation with deep experience in utilizing Human Resources Information Systems (HRIS) *Core competencies include*

- Benefits Administration
- Company Goals & Objectives
- Staff Orientation & On-boarding
- Departmental Point of Contact
- Employee Relationship Management
- Performance Management
- FMLA, ADA, EEOC & WC Laws
- HR Program & Project Management
- Employee Training & Development
- Annual Review Process

PROFESSIONAL EXPERIENCE

Test Car Driver (9/1978 to 9/1986)
FORD MOTOR COMPANY
High speed chases, brake testing. Evading law enforcement and chasing bad guys.

Test Spaceship Driver (9/1978 to 9/1986)
STAR WARS ENTERPRISES
High speed chases, brake testing. Evading law enforcement and chasing bad guys in outer space.

Test Airplane Pilot (9/1986 to 9/1996)
AIR FORCE ONE
High speed chases, Evading law enforcement and chasing bad guys in the air.

EDUCATION & CREDENTIALS

FORD SCHOOL OF PUBLIC POLICY, University of Michigan
Honorary degree [illegible] diplomatic relationships with crowded, foreign-looking countries as Indiana Jones (1997)

TACKLING KEYWORD SEARCH

- Director of Business Development
- Enterprise Software experience
- Top Business School

- (sales OR “business develop*” OR fieldsales) AND (“enterprise software” OR erp OR “e.r.p.” OR oracle OR peoplesoft OR sap OR siebel) AND (harvard NEAR (mba OR “m.b.a” OR “master bus* admin*”) OR (mit OR “m.i.t” OR “mass* inst* of tech*”) NEAR (mba OR “m.b.a” OR “master bus* admin*”)…

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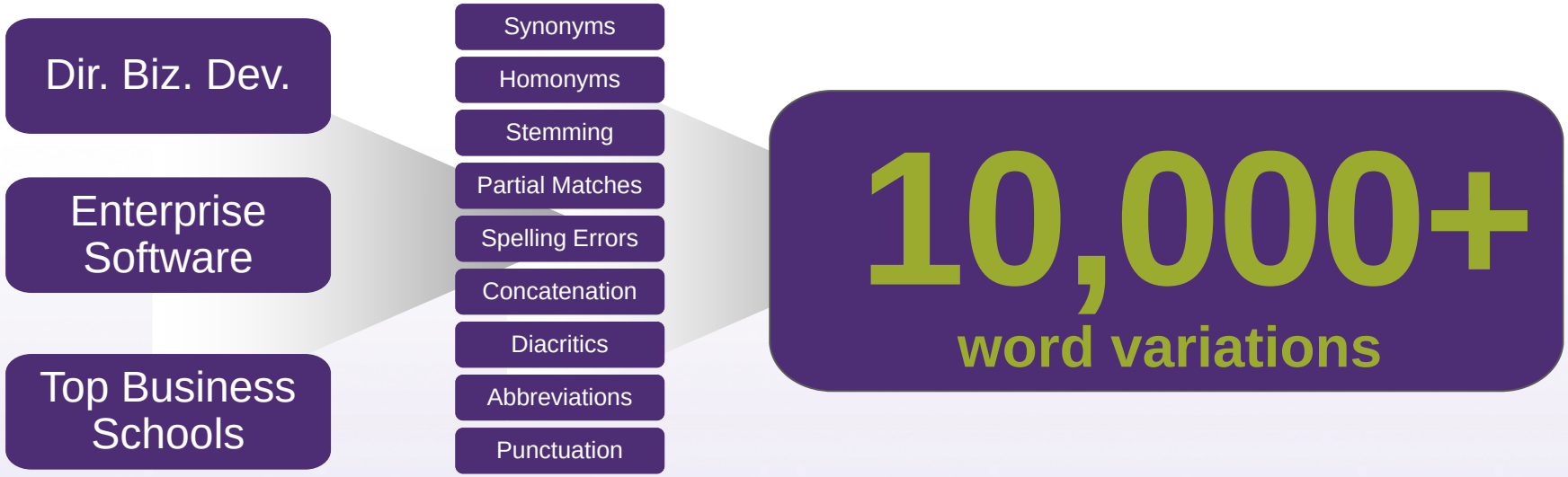
WORD VARIATIONS

Search Query



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USING SEMANTIC 6sense SEARCH TECHNOLOGY

- Director of Business Development
- Enterprise Software experience
- Top Business School

- Job Title: Director of Business Development
- Skills: Enterprise Software
- School: Top Business Schools

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THE SCRAMBLE FOR SEMANTIC

January 2008

- Microsoft Acquires FAST
- Enterprise & Semantic Search Platform

Microsoft

July 2008

- Monster Acquires Trovix
- Human Capital & Talent Semantic Search Platform

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April 2010

- Apple Acquires Siri
- Mobile App Semantic Search & Speech Recognition

August 2011

- HP Acquires Autonomy
- Enterprise & Semantic Search Platform

October 2011

- Oracle Acquires Endeca
- Enterprise & Semantic Search Platform

ORACLE

SEMANTIC IS PART OF WHAT IS NEXT

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SEARCH DRIVEN BUSINESS INTELLIGENCE

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SEARCH DRIVEN BUSINESS INTELLIGENCE
MAKING SENSE OF UNSTRUCTURED INFORMATION

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THE CLOUD

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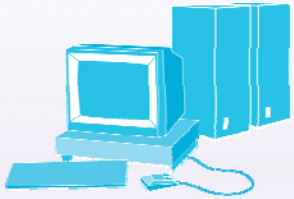
TRANSFORMATION TO THE CLOUD:
40+ YEARS IN THE MAKING

TODAY | CLOUD

2000s | WEB



1990s | CLIENT / SERVER

1970s AND 80s | MAINFRAME

ENTERPRISE ON-PREMISE & SAAS SOFTWARE IS MOVING TO THE CLOUD

WHY TRANSITION TO THE CLOUD?

- Multiple talent pools in one location
- Rapidly Scalable & Elastic
- Search driven lightning fast BI and Analytics
- Move expenditures from CAPEX to OPEX
- Easily deployable across locations

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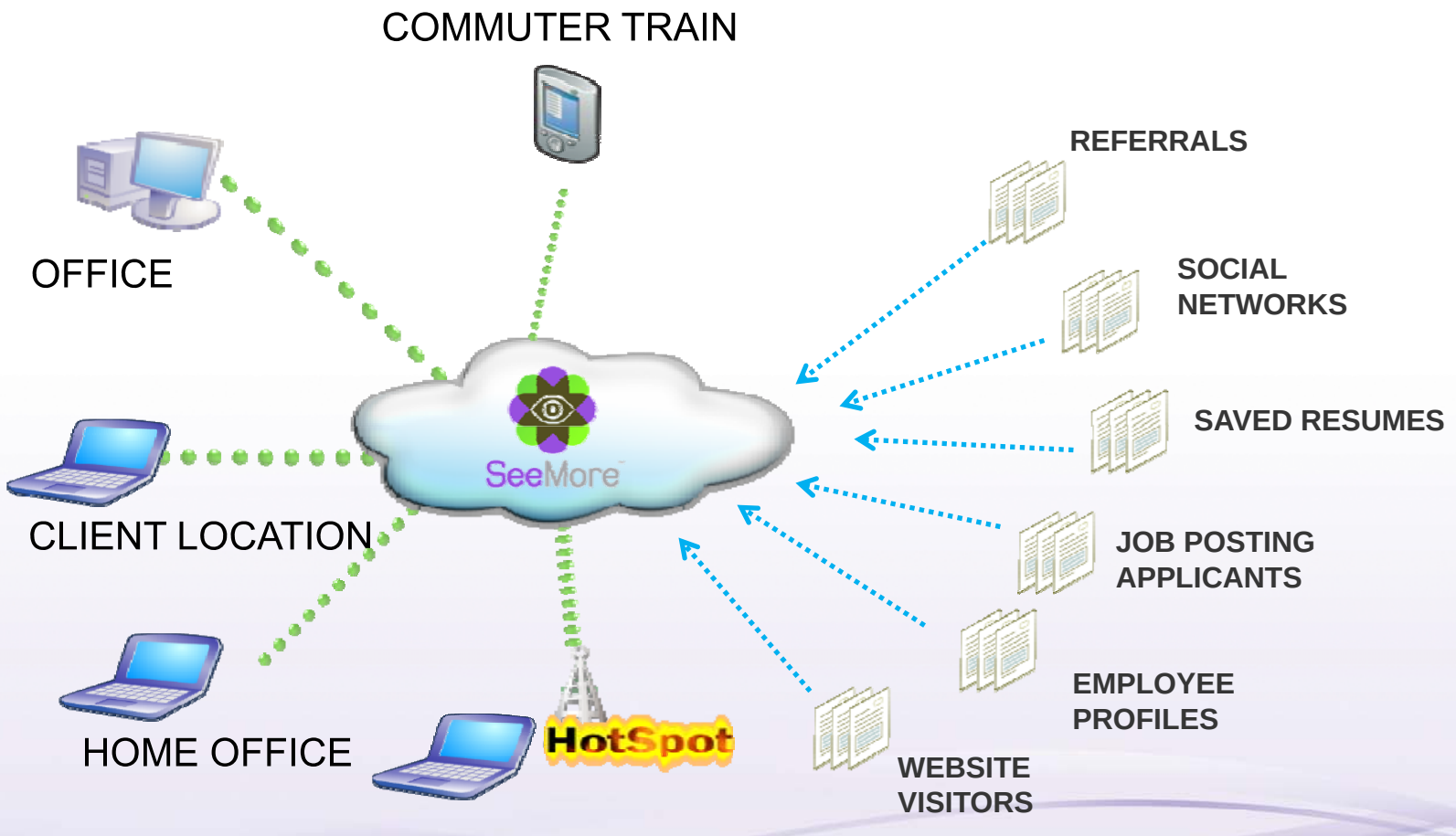
SeeMore


COMMUTER TRAIN
OFFICE
CLIENT LOCATION
HOME OFFICE
SeeMore
HotSpot
REFERRALS
SOCIAL NETWORKS
SAVED RESUMES
JOB POSTING APPLICANTS
EMPLOYEE PROFILES
WEBSITE VISITORS

SeeMore™

TALENT SEARCH: SEARCH YOUR RESUME REPOSITORIES W/SEMANTIC SEARCH

- Use patented 6Sense search technology on YOUR database(s).
- Identify top candidates based on relevant skills and experience – not just keywords.
- Access Monster's resume database (available with Power Resume Search® license).

TALENT MATCHING: FAST, ACCURATE, OBJECTIVE

- Automatically score and rank resumes in folder(s) against job-specific criteria.
- Identify the best matched candidates with unprecedented precision and ease.
- Save time with instant side-by-side comparisons of your top talent.

TALENT DASHBOARD: SEMANTIC DRIVEN ANALYTICS & BI

- Gain invaluable insight into your candidate database.
- Identify skill strengths, gaps, and trends.
- Get rich analytics to support talent acquisition and planning.

HOSTED IN THE CLOUD - ACCESS IT FROM ANYWHERE

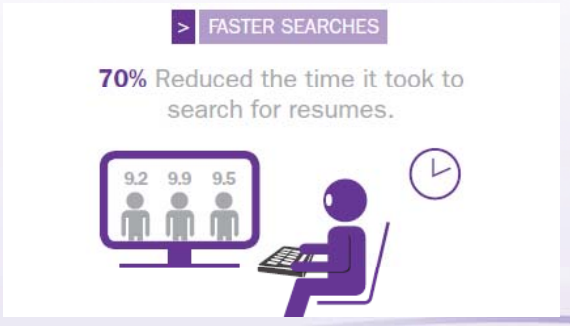
- Monster will host a copy of your resumes to allow SeeMore access.
- Merge various private resume databases.
- Set different levels of access control for your users.

BUSINESS GATEWAY: EASILY INTEGRATE YOUR BACKEND SYSTEMS

- Connect your resume database(s) with SeeMore.
- Different resume repositories can include ATS, HRIS, NAS, and more.

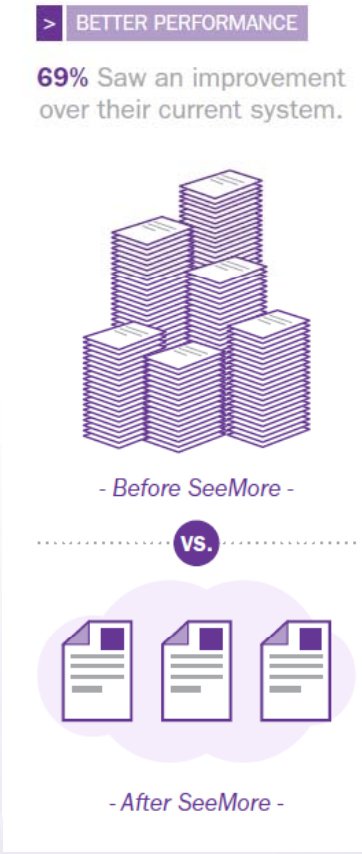
VALUE PROPOSITION

- Improved Recruiter Efficiency
- Higher Margins & Lower cost per placement
  - Semantic Search technology allows you to see more of the resumes you have for streamlined hiring in less time than ever, with unprecedented efficiency – providing faster access to better qualified candidates



VALUE PROPOSITION

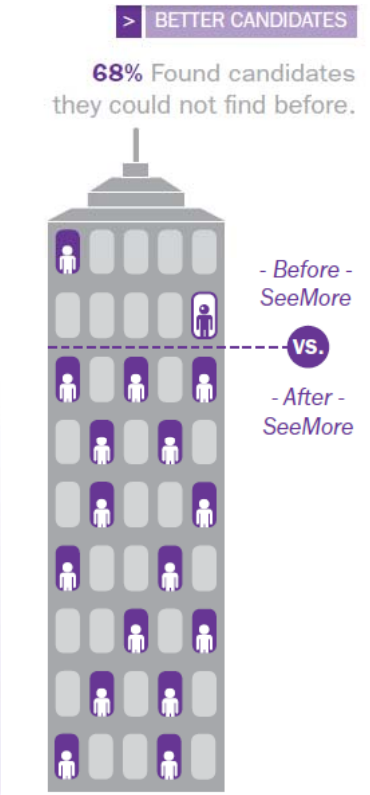
- Better Candidate Sourcing
  - See more of the talent you have. Find and match talent from your current resume inventory.
  - Use the SeeMore Talent Dashboard analytics to determine the overall effectiveness of your recruitment efforts and align your talent, and budget, with business objectives



Source: Data collected from 100 recruiters, managers and executives from 21 enterprise customers nationwide after hands-on testing of SeeMore, July 2011.

VALUE PROPOSITION

- Lower Agency Costs
  - Through a combination of improved recruiter efficiency, a private database of qualified candidates and improved candidate identification, SeeMore may reduce your outside recruitment costs
  - Find more qualified candidates yourself and save more money



Source: Data collected from 100 recruiters, managers and executives from 21 enterprise customers nationwide after hands-on testing of SeeMore, July 2011.

INNOVATION IN THE NEWS

SeeMore™

FAST COMPANY

Monster.com's SeeMore Helps Recruiters Scout The Talent in the Resume Haystack

"So how best to find those talented needles in massive haystacks of both virtual and paper resumes? Meet SeeMore, the world's first cloud-based semantic search and analytics platform that allows companies to manage their own resume databases regardless of where those resumes originate."

Aberdeen Group
A Harte-Hanks Company

Monster's SeeMore: A New Lens on Sourcing Talent

"The tool, built on Monster's 6Sense® search technology, helps companies solve for a critical problem identified time and again in Aberdeen's Human Capital Management (HCM) research - where to find the critical talent needed to power business growth."

CNNMoney
A Service of CNN, Fortune & Money

Monster.com melds SaaS, big data for job searches

"Merging two hot capabilities — cloud-based delivery and analytics — makes a lot of sense for Monster, which no doubt supplies many companies with a lot of data in the form of resumes. Giving them a relatively pain-free way to make the most of that information only makes Monster that much more valuable."

BUSINESS INSIDER

Monster.com melds SaaS, big data for job searches

"SeeMore actually takes it a step further by centralizing all of a company's resumes in the cloud, meaning companies might be able to fill an opening with the ideal candidate, even if that person only applied for a different job and via an entirely different channel. Semantic search is key to the process, because employers can search based on broad skill sets instead of just keywords, and the system applies context to the information included on the resumes in order to pull the right ones."

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SeeMore™

WHAT IT CAN DO FOR OUR CUSTOMERS

- Lower Recruitment Costs
  - Lower Agency Fees & Postings
  - Stop Paying for Multiple Resumes of the Same Candidates
  - Limit/Dissolve Open Req. Opportunity costs
- Improve Productivity & Revenue
  - Proactive & Less Subjective Approach to Recruitment
  - Match, Rank, and Sort Candidates Instantly
  - Recruiters – “Job Sellers” vs “resume searchers”
- Leverage your existing resume pool investments
  - Measure Talent Objectively, at Scale
  - Distance Yourselves from Competition Leveraging Internal Assets & Human Capital
  - A Single, Mineable, Private, Secure Talent Pool
  - Promote Employee Internal Mobility

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DEMO STATIONS

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