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Technology Wise
"You Name It, We Do It"

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Recently we've seen phenomenal growth in sales mobile devices: IDC reports that smartphone shipments rose from 305 million units in 2010 to almost 500 million in 2011 (up 62% in one year), and predicts that they'll rise to 660 million in 2012 (up 33%) and exceed 1 billion by 2016.

Research firm Canalsys reports that in 2011, for the first time ever, shipments of smartphones exceeded those of PCs (even though this category also includes smart tablets and laptops). At the same time, sales of laptops have continued to grow.

Smart mobile devices bring huge benefits for recruiters but there are risks too, especially in relation to security and governance.

In this short white paper, we examine:

- The benefits of mobile devices for recruiters.
- The functional needs of mobile recruiters.
- Workflow issues that stem from mobile recruiting .
- Issues of data security and information governance .
- How to safeguard sensitive, corporate data in a mobile world.

More mobile = more productive

Smart tablets like Apple's iPad are clearly becoming the portable computing devices of choice, but should they become part of your recruitment system mix? If your recruiters spend much of their time at clients' offices or in meeting with candidates away from your office, the answer is yes. If assignments take your recruiters to towns or places away from your office, the answer is also yes. In these scenarios, enabling mobile recruiters can make a big impact on productivity.

Mobile phones and laptops have already changed our work habits: we're comfortable answering phones or texting on the run and dealing with emails at home or in cafés, airports and hotels. Candidates and clients are just the same, picking up emails and working on documents on the road via laptops and tablets. Add to this - tablets like the iPad, a practical compromise between the cramped screen of a smartphone and a full sized laptop that weighs you down and runs out of batteries when you need it most. The benefits are pretty self-evident.

More than just access

To reap the full benefits of productivity gains, your recruiters need access to the full functionality of your recruitment platform, and this can be a challenge. If the mobile functionality is too limited, or recruiters have to learn new software for mobile working, they'll tend to take the easier route, returning to old habits and avoiding the new, which will be a lose, lose outcome for them and for you.

To be of most benefit to the recruiter and your company, mobile recruitment software needs to support the entire recruitment workflow, including:

- Automatic parsing of candidate information and CVs into the ATS.
- CRM integration for communications and managing key relationships.
- Automatic candidate and client email notifications when setting up appointments.
- Automatic attachment of CVs to emails, automatic triggers for follow-up emails.
- Database access and database update.
- Creating and posting ads to major web-based job boards.
- Social distribution and social recruiting.
- SMS communications including personalised bulk messages.

In short, effective mobility means enabling recruiters to work in the office or away from it in the same way, using familiar, functional tools. To achieve this, your recruitment software should integrate with critical applications like Microsoft Outlook at the front end for recruiters, and with your financial systems at the back end for the business. Where recruitment systems are simply updates of old technologies, this degree of seamless integration is unlikely.

A question of security

The rapid rise of smart mobile devices has had a security impact too: Booz Allen Hamilton flagged it as one of its 10 top security trends for 2012, saying, 'The exponential growth of mobile devices drives an exponential growth in security risks.

It's also a question of governance: you're responsible for maintaining the security and privacy of the data in your care, so you need to think carefully about where you keep it.

Adding more security

People have a bad habit of leaving mobile devices in taxis, airport lounges and hotels; most of them contain corporate data and most of them are never found or retrieved.¹⁷ Security experts estimated that some 67,000 phones with 214.4 terabytes of potentially sensitive data were probably lost or stolen during the London Olympics alone.¹⁸ To put this into context, 50,000 mobile phones are lost or stolen in the London area over any two-week period.

If you thought that using cloud applications and data would solve this problem, think again: most users save corporate data on their mobile devices too, such as emails with

attachments and current documents to work on when they're in transit such as on a plane. In fact, one vendor of cloud recruitment software promotes this approach:...

there are still areas where mobile coverage is either patchy or non-existent. Be prepared – load up onto your device any documents that you know you will definitely need, such as client reports, maps etc..

The bottom line

Mobility provides some real benefits for recruiters and the companies that employ them and, with increasing use of mobile devices, enabling mobile access make good business sense. On the surface, cloud-based recruitment platforms offer an easy way for recruiters to access your applications and database.