

# HalloWerk!

**next2**



# Uncovering the Unused Potential of Jobseekers



## Challenges

There is a shortage in the job market. Employers are having trouble filling their vacancies. Meanwhile there are still many unemployed people dependent on welfare. These people are mostly invisible to employers. Governments need to improve their services towards employers and jobseekers if they want more people to find suitable work.

- 1 out of 5 employers faces productivity issues related to labour scarcity
- 1 out of 3 temp agencies experiences difficulties filling vacancies
- Employers have asked municipalities for better services for approaching jobseekers



## Ideal Solution

HalloWerk! is a matching platform for municipalities that directly connects people with a distance to the labor market with employers. Jobseekers can create their own profile and search for vacancies. Meanwhile employers can find the right candidate for their vacancies. If necessary, a municipal professional can pro-actively make a match.

- "HalloWerk works very well, I was already called for a job interview twice!" - Candidate
- "I put a difficult vacancy on HalloWerk and immediately got a reaction from two good potential candidates." - Employer



## Desired Outcomes

- More people finding work
- More self-service, less need for time of professionals
- Matches better suited to the interests of the jobseeker and the employer

### First results

- Increase in employment
- Increase in part-time employment
- Positive feedback from employers, jobseekers and municipal professionals



# Hallo Werk! – unlocking labor market potential for every one



## Securing Economic and Social Impact Using the Power of Cloud Technology!

### Security & Privacy

- Safe and encrypted communication and collaboration in the Microsoft Azure Cloud.
- Manage who sees what through granular rights and roles management.

### Scalability

- Easily scale up or down depending on your organizational needs
- Involve external companies, apps and services through our API interfaces.

### Office Productivity and Mobility

- Possibility to connect with Microsoft Office 365 apps such as Microsoft Teams, Power BI, Excel, and many more
- Allow your employees to collaborate across organizations from wherever they want, based on your own policy restrictions

### Economic and social impact

- Reduced expenditures on social security
- Reduced productivity loss in the employers workspace
- Increased efficiency in social security procedures

“Results have been positive, including people with a bigger gap to the labour market. Because everyone has talents, the challenge is to discover and nourish that. HalloWerk! contributes to that aspect.” - Richard Moti, City Council Member of Rotterdam

# HalloWerk + Next2 + Microsoft Azure



HalloWerk is an online platform local governments use to directly connect their jobseekers with partner-employers in the region. The platform runs on Microsoft Azure: protected, managed, agile. This ensures that candidates feel safe to publish their profile without losing their privacy.

## Solution Alignment

### Protected Cloud

Azure Active Directory for authorization and authentication employees and partners with their current company credentials.



### Managed Platform

With the underlying Microsoft Azure and Omnimap platform, you don't have to worry about storage, backups, and performance. Stay in control when it comes to the distribution and rights management of the Hallo Werk platform.



### Agile Innovation

Stay agile and anticipate on new developments. Get access to Office 365 productivity improvements. Connect Hallo Werk with new applications in the Azure Marketplace. Experiment and easily scale up or down size depending on your organizations requirements.

