

Reasons to Extend Dynamics CRM to manage your Recruiting



Synopsis

The race for the best and brightest talent doesn't slow down even when the economy tells it to. This relentless desire to attract and manage the top 20% of talent in any industry comes at a cost, and without the proper Applicant Tracking System (ATS), your organization will never get the traction it needs to compete in today's talent market.

Most firms that need better applicant tracking capabilities don't think of Microsoft as a candidate to be their solution provider. While it is true that Microsoft doesn't offer its own purpose-built ATS, it offers something just as compelling and capable: Microsoft Dynamics CRM and its flexible, proven business application framework.

If you are still reading, there is a strong chance that you are intrigued by the idea of a solution based on core Microsoft technology - and that you work at a company that hires humans. This white paper explains why we are so bullish on Dynamics CRM and its potential to make Microsoft the leader in Applicant Tracking.

Note: below are not in order of importance

System Consolidation

There are over 7 million paid Dynamics CRM seats worldwide, with 60% at Fortune 500 companies. The product has delivered 44 consecutive quarters of double digit growth. Today a vast majority of companies are using Dynamics CRM for one aspect or another of their business – sales force automation, marketing, customer service, and a range of other “relationship management” scenarios. These same companies also maintain and use a separate application for all of their recruiting and applicant tracking needs. So they are managing, paying for, supporting, and using two disparate systems when they could utilize just one.

One of the lesser known but highest value benefits of Dynamics CRM is its robust application platform, which allows for the addition of custom entities, relationships, and forms with minimal effort. Organizations can start to manage their existing talent pool using an existing Dynamics CRM solution with little to no programming. For a deeper, more customized recruiting solution that fits into a specific way of doing business, customization can become more complex and a pre-built ATS solution for Dynamics CRM can make more sense. Many companies can get by with some minor configuration or customization of their own and be off and running in short order. But remember: you get back what you put into your ATS solution. It is much easier to plow an irregular shaped large field with a John Deere than with a garden hoe, so we recommend speaking with your CRM consulting firm of choice or analyze your own needs before starting any level of customization on your own.

Stability/Maturity

In the world of Applicant Tracking Systems, vendors often grow to a point where a larger firm comes along and says, “Hey, you have some good market share, about time for us to acquire you”. Most recently, we've watched **Bullhorn** acquire **MaxHire** and also **Sendouts**. While some customers can accept such a change, we have heard from many others that were unhappy about it; they were comfortable and stable with their current platform and didn't want to have to move to another system. By building or buying a bolt on ATS that fits into Microsoft Dynamics CRM you have the stability of being on a Microsoft platform that isn't going away and is less likely to be gobbled up easily by a competitor.

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It's not you it's me!

Let's face it: you don't exactly divorce a software application. But depending upon your tolerance level to pain, moving data from one system to another along with learning new screens could feel first hand like a nasty separation of sorts. With Microsoft Dynamics CRM if you ever choose to move on and want your data back, it's all available and easy to migrate (typically just a few clicks). Similarly, you can easily migrate candidate data directly into a Dynamics CRM instance by importing spreadsheets of data in just a few minutes. The bulk of recruiting applications on the market today store your data on their servers so getting it back can be less than pleasant and typically the data that comes out isn't as clean as what went in. (*We're not saying any names, cough cough*). It's your data and you can have it back anytime you want and on your own terms.

Integration

Another attractive trait for using Microsoft Dynamics CRM as an ATS is the fact that it integrates so well with so many other applications on the market. A range of Microsoft products work seamlessly with Dynamics CRM -

Office 365, SharePoint, Azure, Outlook, OneNote, Word, Excel and a host of awesome ISV's are constantly building affordable add-ons that drop into CRM within seconds to assist in building a robust recruiting powerhouse that Chuck Norris wouldn't touch in a fist fight.

Below are just a few companies and products we have integrated with while building out our Applicant Tracking System.



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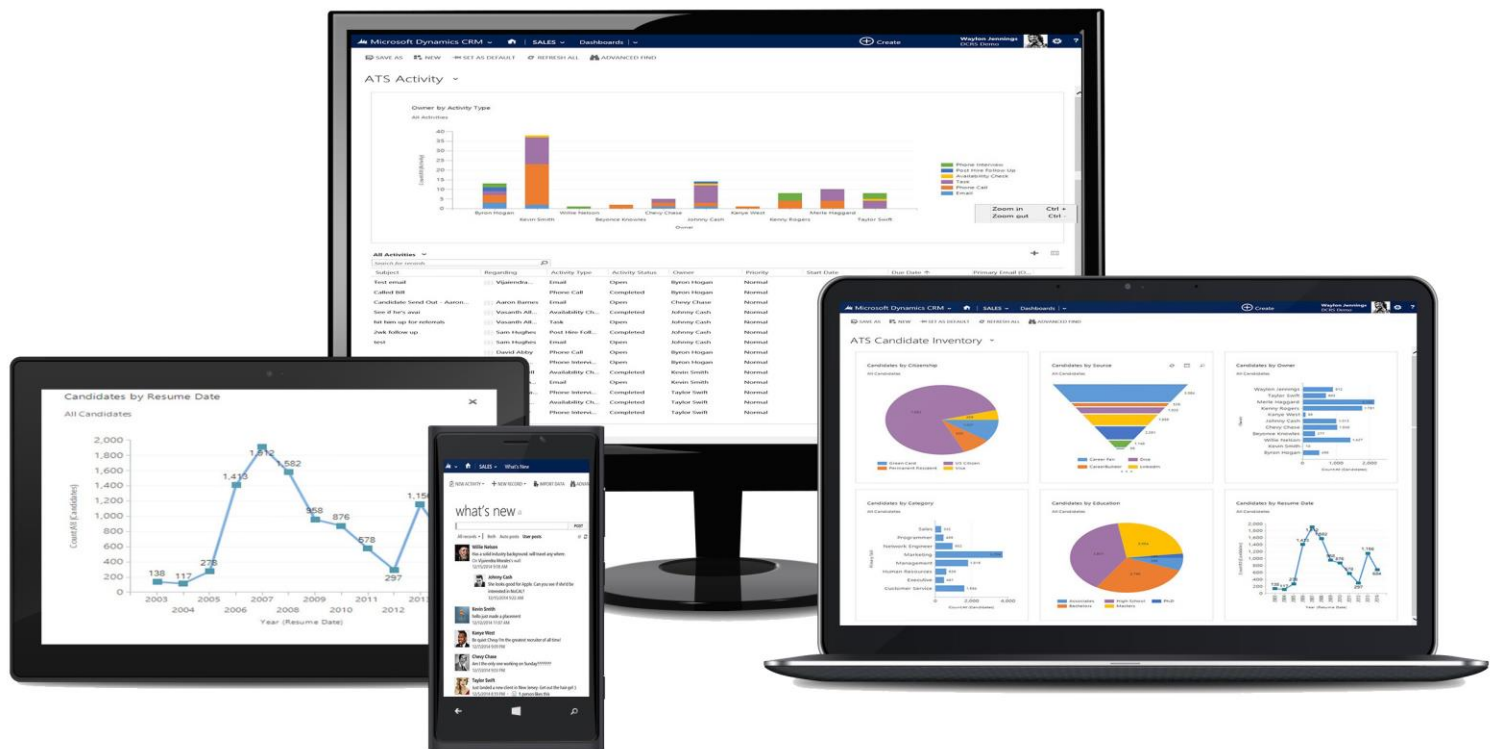
Any way you want it

There are several ways to deploy and access an ATS built on Dynamics CRM. The application can be deployed in house on your own servers or hosted through Microsoft or one of their partners.

We feel you should be able to choose where your data sits and who manages it. The vast majority of recruiting applications on the market today do not give you that flexibility.

Some of the deployment-related options include:

- Dynamics CRM **Online** / Dynamics CRM **On-Prem** (aka on premise or partner-hosted)
- **Outlook CRM Client** (Free from Microsoft)
- **Compatible Browsers**: Internet Explorer, Google Chrome, and Apple Safari
- **Devices**: Apple and non-Apple devices (iPhone, iPad, Surface Pro, etc...)



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Where's my talent?

Since Dynamics CRM 2011, we've all had the luxury of locating Accounts, Contacts, and Leads by Bing Map. But why not Candidates or Jobs? When time is of the essence, recruiters will take every competitive advantage they can get, and being able to run a search on a database of thousands of job seekers, immediately filter to a short list, and then be able to see where they are on the map is invaluable. If you don't believe us, go ask a recruiter for yourself - we're not hard to find. Below you can see a Bing map displaying a list of job seekers via pin or just as easily produce a heat map of the same data.

Microsoft Dynamics CRM

+ NEW
+ NEW CANDIDATE RECORD ▾
 SEARCH
 DELETE ▾
 EMAIL A LINK ▾
 RUN REPORT ▾
 EXPORT TO EXCEL ▾
...

✦ All Candidates ▾

✓	Full Name ↑	City	Email	Title	Years of Exp	▼
	AaaRon Burgundy	Tampa	johnvdoe33@g...	Sr. Database Ad...	10 to 15 years	CE
	Aarif Garrett	Washington	dpowell@dabz...	Software Tester	16 to 20 years	Fir
	Aaron Barnes	Jacksonville	vmatthews@real...	C# Developer	< 20 years	Su
	Aaron Gardner	San Francisco	dhowell@thoug...	Sr. Network Ad...	16 to 20 years	Int
	Aaron Gonzales	Chicago	cgray@jabberst...	Software Tester	< 20 years	Fir
	Aaron Graham	Denver	bjohnson@nlou...	C# Developer	16 to 20 years	Su
	Aaron Gray	New Jersey	vmccoy@centid...	Sr. Network Ad...	10 to 15 years	Int
	Aaron Hart	Seattle	kberry@realfire...	Sr. Network Ad...	< 20 years	Int
	Aaron Howard	Jacksonville	bking@lizzy.edu	C# Developer	16 to 20 years	Su
	Aaron Lopez	Los Angeles	dcruz@eadel.biz	Sr. Network Ad...	< 20 years	Int
	Aaron Lynch	Chicago	tthompson@ed...	Software Tester	10 to 15 years	Fir
	Aaron Murray	San Francisco	efowler@zoono...		< 20 years	Int
	Aaron Phillips	New York	aboyd@zoomca...		16 to 20 years	M.
	Aaron Powell	Oklahoma City	jjohnston@oyob...		10 to 15 years	Int
	Aaron Ramirez	Tulsa	jstanley@zoove...		< 20 years	Int
	Aaron Reyes	Las Vegas	cedwards@real...		16 to 20 years	M.
	Aarti Olson	San Francisco	aphillips@twind...		< 20 years	Int
	Aasha Ellis	Seattle	chill@devify.edu		10 to 15 years	Int
	Aasif Kelly	Chicago	mcooper@yodo...		16 to 20 years	M.
	Abbas Wagner	Colorado Springs	fshmidt@mudo...		< 20 years	Int
	Abdel Henry	Miami	mryan@eare.na...		< 20 years	Int
	Abdel Romero	New Jersey	harmstrong@ka...		< 20 years	M.

Candidates ▾

◀ Page 1 ▶

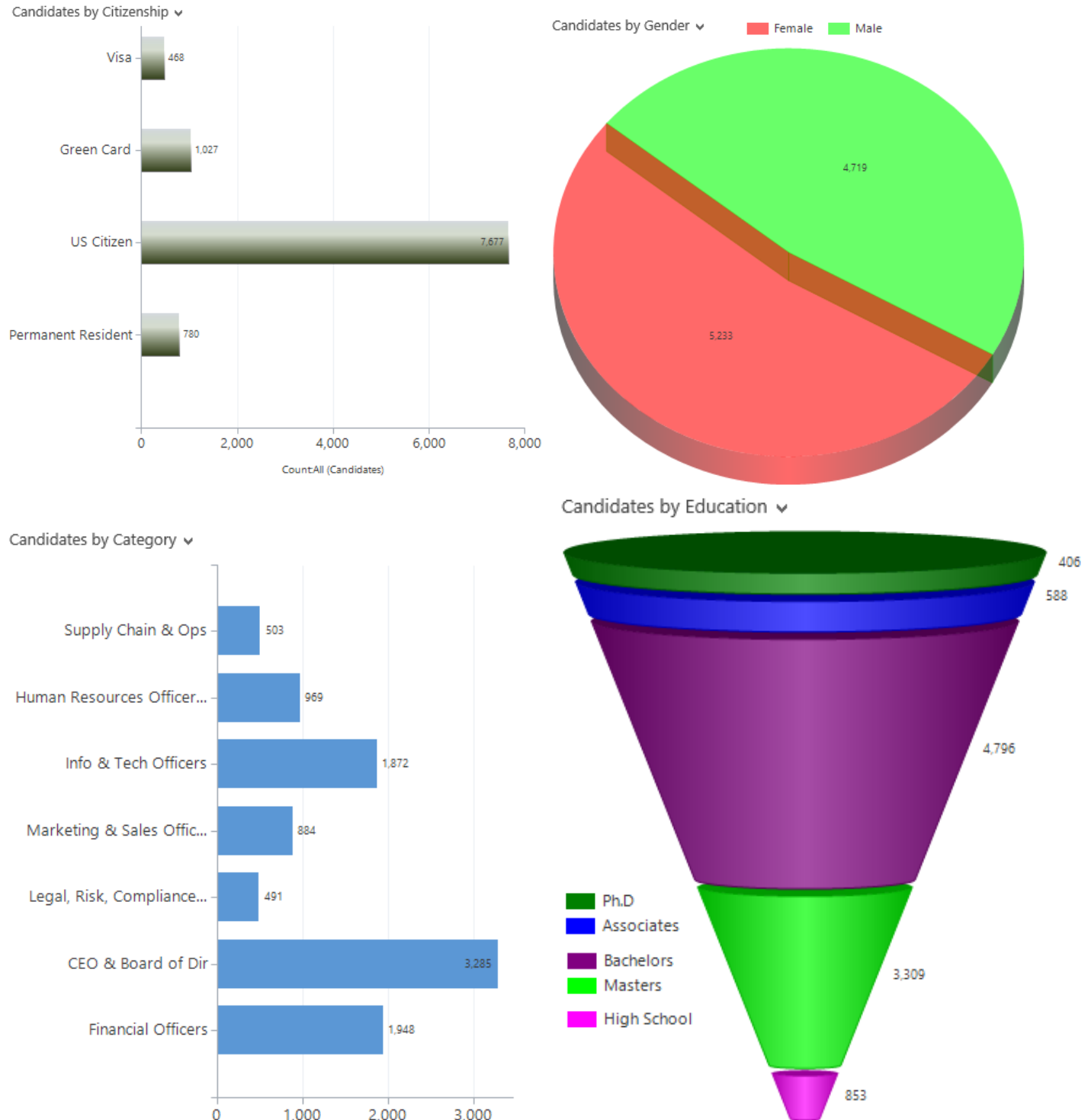
✓	Full Name ↑	City	Email	Title	Years of Exp	▼
	AaaRon Burgundy	Tampa	johnvdoe33@g...	Sr. Database Ad...	10 to 15 years	CE
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	Aaron Ramirez	Tulsa	jstanley@zoove...		< 20 years	Int
	Aaron Reyes	Las Vegas	cedwards@real...		16 to 20 years	M.

Candidates ▾

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Measuring success has never been sweeter

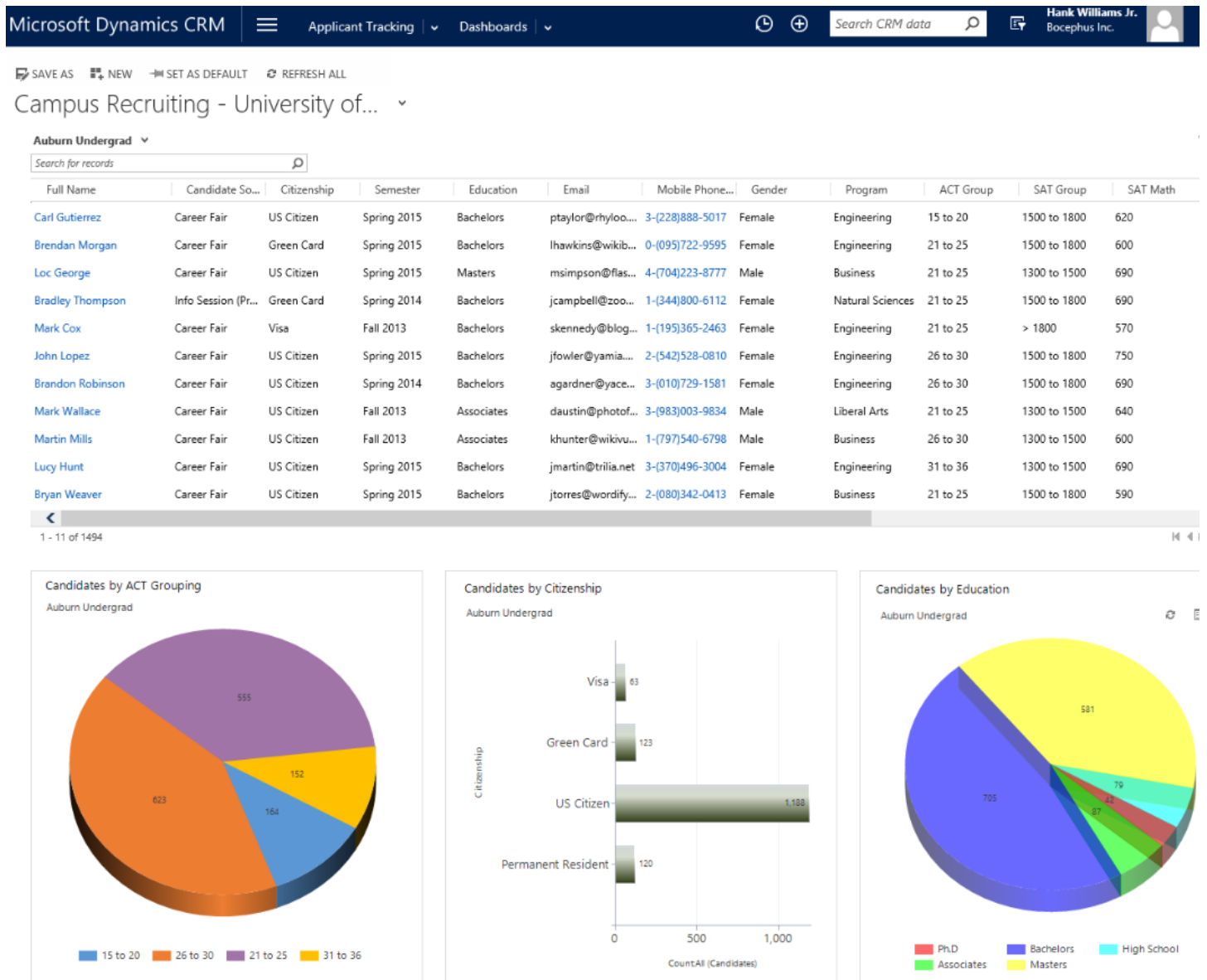
Numbers are numbers but a picture - or in this case a chart on a dashboard - can paint a picture that can drive mission critical decisions. Organizations must always be building a database of talent (Candidates) that they can monitor and track on factors like education, citizenship, key skillset, etc. Dashboarding and reporting natively within Dynamics CRM is one of the platform's greatest strengths, allowing different users and roles to create unique views of the business to optimize their work and boost performance.



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Versatility & ease of customization

Over the years we've spoken to hundreds of Human Resource Managers and Directors whose top requirement is a solution that is industry-specific. They are unsure a broader platform like Microsoft Dynamics CRM will meet their needs or require costly customization. Below are several screens customized towards various recruiting niches (campus recruiting, home health, and technology recruiting), all of which were done without coding and with just a couple of days effort.



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CANDIDATES : HOME HEALTH RECRUITING
John DoeID #
CC-1124Title
RNOwner
Hank Williams Jr.Source
Career Fair

Parse a Resume or LinkedIn Public Profile

Select Parser: ☒ US ☐ International

Drag file (Word/PDF format ONLY) or LinkedIn Public Profile URL here

Profile

Name **John Doe**
Mobile Ph (281) 222-2222
Home Ph --
Business Ph --
Email johndoe33@gmail.com
Street 8546 oak lane
City Houston
State TX
Zip Code 77494

Social Media

LinkedIn www.linkedin.com/pub/clarke-miller/74/32/517
Facebook https://www.facebook.com/libertarians
Twitter https://twitter.com/FoxNews
Google+ https://plus.google.com/+Dynamicsat

Summary

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John Doe

8546 oak lane
Houston, TX 77494
Home : 281-222-2222
Cell : 832-222-2222
johndoe33@gmail.com
www.linkedin.com/pub/clarke-miller/74/32/517
<https://plus.google.com/+Dynamicsat>
<https://twitter.com/FoxNews>
<https://www.facebook.com/libertarians>

Career Objective:
Looking for a registered nurse position with "Nightingale Hospital" to promote health care programs and give care to patients by collaborating with physicians and healthcare team.

Resume Date 6/11/2007

ACTIVITIES NOTES

Enter a note

No Notes found.

Academics

Education	Masters
Status	Active
Category	Registered Nurse
Nursing Care Plan	Yes
ICD-9 Certified	Yes
ICD 10 Certified	Yes
CPR Certified	Yes
License Expires	5/1/2016
Wound Care	Yes

Misc

Bilingual	Yes
Gender	Female
Citizenship	US Citizen
Drivers Licens	Yes
Will Travel?	Yes

Applications & Placements

Applications

Job	Account	Manager	Candidate Source	Status
-----	---------	---------	------------------	--------

No Application records found.

Placements

Title	Candidate	Company
-------	-----------	---------

No Placement records found.

Education / Work Experience / Certifications / Skills / Awards

Education

School / College	Degree
HCC Coleman College for Health Sciences	

Work Experience

Company Name	CRM Acc
Texas Children's Hospital	Texas Child
Katy Memorial Pediatrics	Katy Memc
Aultman Hospital	Aultman H

Certifications

Certification	Issuing
Nurse Aide Certification	
BLSAmerican Heart Association	

Skills

Skill Set	Years of Experience	Expertise
CPR Certified		
Epic Systems		
Healthcare		
Immunology		

Awards

Title	Issuer
No Award records found.	

1 - 4 of 8

Page 1

 NEW  DEACTIVATE  DELETE  ASSIGN  SHARE  EMAIL A LINK  RUN WORKFLOW ...  

CANDIDATES : TECHNOLOGY

AaaRon Burgundy

ID #
CC-15236Title
Network EngiOwner
Hank WilliSource
LinkedInSelect Parser: ☒ US ☐ International

Drag file (Word/PDF format ONLY) or LinkedIn Public Profile URL here

Profile

Industry +

- ☐ Healthcare
- ☒ Oil & Gas
- ☒ Electric Utilities
- ☒ Real Estate
- ☐ Retail

Certifications

- ☐ PMP
- ☒ CISSP
- ☒ CCIE
- ☐ CCVP
- ☐ CCNA

CRM

- ☐ Microsoft Dynamics CRM
- ☐ SAP
- ☐ SugarCRM
- ☐ Salesforce
- ☐ ACT

ERP

- ☒ Oracle
- ☒ SAP
- ☐ Infor
- ☐ Sage
- ☐ PeopleSoft

Prog Languages

- ☒ C#
- ☒ VB
- ☐ SQL
- ☐ PL/SQL
- ☐ .NET

Misc

Bilingual **No**

Empl Type **Any**

Education **Associates**

Availability **--**

Gender **Female**

Citizenship **US Citizen**

Drivers Licens **Yes**

Will Travel? **Yes**

Status **Active**

Resume Date **6/9/2008**

Category **Network Admin/Engineer**

Years of Exp **< 16 years**

AaaRon Burgundy

8546 Winston Lane, Houston, TX 77494

Home : 281-521-5214 Cell : 832-525-5213

johnvdoe33@gmail.com

Information Technology Professional

Highlights of Expertise:

• Project Management	Vendor Evaluation	Key Account Man
• Resource Management	Strategy & Execution	Client Relations
• End-user Support	Troubleshooting/Resolution	

ACTIVITIES NOTES

Enter a note

Johnny Doe.doc

Johnny Doe.doc

Hank Williams Jr. - 11/25/2015 2:33:48 PM

Contact Info

Mobile Ph **(281) 521-5214**

Home Ph **972-555-6859**

Business Ph **564-859-9896**

Email **johnvdoe33@gmail.com**

Street **8546 Winston Lane,**

City **Houston**

State **TX**

Zip Code **77494**

Social Media

LinkedIn **<https://www.linkedin.com/>**

Facebook **<https://www.facebook.com/>**

Twitter **<https://twitter.com/FoxNe>**

Google+ **<https://plus.google.com/+>**

Summary

IT professional with a history of providing superior services and support to a wide range of customers. Proven track record of abilities to solve tough business and technical problems. Strong leader with demonstrated ability to work and communicate effectively with individuals at all levels from technical staff to CIO. Broad industry knowledge

Applications & Placements

Applications

Job ↑	Account	Manager	Candidate Source	Status
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No Application records found.

Placements

Title ↑	Candidate	Company	Empl
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No Placement records found.

Education / Work Experience / Certifications / Skills / Awards

Education

+

School / College | Degree

No Education records found.

Work Experience

+

Company Name | CRM Accou

No Work Experience records found.

Certifications

+

Certification | Issuing Aut

No Candidate Certification records found.

Skills

+

Skill Set ↑ | Years of Experience | Expertise L

No Candidate Skill records found.

Awards

+

Title ↑ | Issuer

No Award records found.

Created On **11/9/2015 4:15 PM**Created By **Hank Williams Jr.**Modified On **11/27/2015 7:42 PM**Modified By **Hank Williams Jr.**

Dynamics CRM is Exploding

Microsoft Dynamics has matured into a leading business application platform that is capable of serving so many industries and in so many different ways. This kind of momentum makes the product very exciting and we look forward to helping others maximize the full potential of their CRM.



About Us

Dynamics CRM Recruiting Solutions is an ISV focused on extending the features and functionality of Microsoft Dynamics CRM to suit the needs of human resource, recruiting and staffing professionals around the world. We've been in the HR and Recruiting business collectively for 20+ years and have seen and used more than a dozen applicant tracking systems during that time. Watching systems become more click intensive, convoluted, un-customizable, and not to mention costly inspired us to build an alternative solution. We teamed up with Certified Microsoft CRM Technology Specialists and application developers to build the Dynamics ATS. We ended up choosing Microsoft Dynamics CRM mainly because we felt comfortable with Microsoft, the Dynamics platform and its extensibility. (www.DynamicsATS.com)

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