



“Recruiters have increased their efficiencies in the number of people they’ve hired. It’s improved tremendously and I attribute a significant amount to Taleo.”

Traci Hensel
ATS Project Manager/
Senior Recruiter
CDW Corporation

CDW Replaces Paper Processes with Technology to Accelerate Rapid Growth

As a leading provider of technology solutions for business, government, and education, CDW Corporation is a single source for IT products and services offering more than 1,000 technology brands. Long admired in the technology arena as a great place to work, CDW has received many accolades including Fortune magazine’s “100 Best Companies to Work for in America” for nine consecutive years and has been listed multiple times on the magazine’s “America’s Most Admired Companies” list.

With a competitive salary and desirable benefits package, CDW attracts more than 25,000 applications a year. CDW’s workforce of nearly 6,000 employees has been instrumental to its success with their commitment to excellence in customer and community service. Many of CDW’s new hires are a direct result of the company’s employee referral program. To support their growth, CDW needed to hire more than 1,200 account managers alone.

Recruiting Overhaul to Power Rapid Growth

Although they are a leader in technology solutions, CDW’s recruiting technology was inadequate to keep pace with the company’s aggressive hiring objectives. Late in 2005, CDW recognized the need to completely overhaul recruiting processes to create efficiencies and target sources that would attract the right candidates. In addition to being qualified for positions, CDW also sought people who would be a good long term fit for the corporate culture to combat the previously high turnover rate primarily in the sales division.

Replacing a Manual Paper Process

Prior to the revamping, recruiting at CDW was a tedious, manual process with paper job requisitions that were walked around for various approval signatures. Once approved, an administrator manually entered them into a system. “There was a huge business need for change—we had the equivalent of a paper black hole where things often got lost in the shuffle,” says Traci Hensel, ATS Project Manager / Senior Recruiter at CDW.

After approvals, getting the position posted on the corporate website was another challenge. “Relying on someone to hard code the postings in HTML took a long time. We needed a system where—once the position was approved—we could post it right away and people could start applying immediately,” says Troy Heinritz, Sr. HR Systems Analyst-HRIS at CDW.

Taleo Case Study: CDW Corporation

“The tool that Taleo has in place works phenomenally well. I don’t have to log in to get support. I can do it all in an email and the turnaround time is really good. The support has been above and beyond what other application service providers have delivered.”

Troy Heinritz

Senior HR Systems Analyst – HRIS
CDW Corporation

Recruiters did their own job postings on job sites, such as Monster.com. They would receive paper resumes and keep them in separate files for each open position. Once they found candidates they liked, recruiters would ask them to apply for the positions online and then do the required background checks—an extremely inefficient process. After the application procedure, there was no way to efficiently track their status in the process. In addition to these recruiting deficits, CDW also lacked accurate reporting and metrics capabilities.

Delivering More Functionality and Value

Once CDW had established their business requirements, they embarked on the quest for the right vendor who could deliver the technology to best meet their needs. After attending two conferences to review the competition, CDW narrowed the field to two and ultimately chose Taleo. “For what the product does, Taleo’s value was way above its competitors with the same technology,” says Heinritz.

Rapid Implementation with Project Collaboration

Taleo consultants collaborated with the CDW team—which was organized into process and content members—to streamline processes into four workflows that met their needs. The project kicked off in June and within 90 days they were working with a prototype. In September, they went live including full integration with their existing ERP system.

CDW rapidly rolled out the new system first to core users, then to the HR generalists and HR managers, and finally to the hiring managers. “Make sure you have strong management involvement and agreement up front. Fast implementations need strong steering committees to overcome obstacles from a project management perspective to facilitate the process and get things done.” says Heinritz.

Taleo training support and education materials enabled quick implementation. “Make sure key internal people are trained and experienced well before the go-live date,” says Hensel. “Also, customizing training materials to be specific to your organization will help users adopt the new system and further enhance the value of the support.”

Above and Beyond Support

Since the rollout, CDW has relied on Taleo’s Web Support Tool and praises the response time. “The tool that Taleo has in place works phenomenally well. I don’t have to log in to get support. I can do it all in an email and the turnaround time is really good,” says Heinritz. “The support has been above and beyond what other application service providers have delivered.”

Metrics and Reporting Provide Business Insights

For a growing company with sales figures in the billions, having accurate reports and metrics are critical business requirements. With Taleo, CDW managers can now run reports at a moment’s notice instead of waiting for daily reports. Recruiters have experienced shorter approval times for job requisitions and postings since going live with Taleo along with other gains.

Taleo Case Study: CDW Corporation

“We’re interested not just in hiring talent, but also in developing and retaining talent. Taleo is instrumental in achieving that vision.”

Troy Heinritz

Senior HR Systems Analyst – HRIS
CDW Corporation

“Recruiters have increased their efficiencies in the number of people they’ve hired. It’s improved tremendously and I attribute a significant amount to Taleo,” says Hensel.

Sourcing Visibility Hones Strategies

Understanding where candidates are coming from and how to target those markets more effectively is a significant piece of the recruiting puzzle. Taleo sourcing reports enable CDW to analyze advertising strategies with ease. “Being able to look at source reports is huge. To be able to see if our advertising dollars are working for us is critical,” says Heinritz. With their aggressive hiring goals this year, investing in the right sources has been an essential element in reaching that target.

CDW takes pride in their standing within the industry as one of the top employment brands and in their mastery of high volume recruiting. As part of their pursuit of excellence, they are designing a new program for developing their employees. “We’re interested not just in hiring talent, but also in developing and retaining talent. Taleo is instrumental in achieving that vision,” says Heinritz.

WORLDWIDE OFFICES

NORTH AMERICA

SAN FRANCISCO — HEADQUARTERS

4140 Dublin Boulevard
Suite 400
Dublin, CA 94568, United States
Tel.: 925.452.3000
Fax: 925.452.3001

NEW YORK

1010 Northern Boulevard, Suite 328
Great Neck, NY 11021, United States
Tel.: 516.301.2121

CHICAGO

One Energy Center
40 Shuman Boulevard
Naperville, IL 60563, United States
Tel.: 630.983.9609
Fax: 630.983.9509

QUÉBEC

R&D Facility
330, rue St-Vallier Est, Bureau 400
Québec (Québec) G1K 9C5, Canada
Tel.: 418.524.5665
Fax: 418.524.8899

TORONTO

1235 Bay Street, Suite 1000
Toronto (Ontario) M5R 3K4, Canada
Tel.: 416.646.1680
Fax: 416.646.1688

EUROPE

WINDSOR

Gainsborough House
59-60 Thames Street
Windsor
Berkshire SL4 1TX
United Kingdom
Tel.: +44 (0) 1753 272170
Fax: +44 (0) 1753 272171

PARIS

19, Boulevard Maiesherbes
75008 Paris
France
Tel.: +33(0) 1 55.27.36.62
Fax: +33(0) 1 55.27.37.00

AMSTERDAM

Poortgebouw
Beech Avenue 54 - 80
1119 PW Schiphol - Rijk
The Netherlands
Tel.: +31 (0)20 658.6699
Fax: +31 (0)20 658.6111

ASIA PACIFIC

SYDNEY

Level 12, 1 Pacific Highway
PO Box 639, North Sydney
NSW 2059
Australia
Tel.: +612.9959.1034
Fax: +612.9959.3003

MELBOURNE

Level 3, IBM Towers
60 City Road
Southbank VIC 3006
Australia
Tel.: +613.9626.2413
Fax: +613.9626.2455

SINGAPORE

90 Cecil Street #14-03
Singapore 069531
Tel.: +65.6323.4007
Fax: +65.6323.4009



CONTACT

www.taleo.com – info@taleo.com
1.888.836.3669 – U.S.
1.888.922.5665 – International
1.888.561.5665 – Customer Service

ABOUT TALEO

Leading organizations worldwide use Taleo on demand talent management solutions to assess, acquire, develop, and align their workforce for improved business performance.

Copyright © 2007 Taleo Corporation. All rights reserved. No portion of this document may be reproduced in any form without the prior written permission of Taleo Corporation.

Taleo and all Taleo product and service names mentioned herein are trademarks or registered trademarks of Taleo in the United States, France, The Netherlands, U.K., Canada, Australia, and several other countries. All other product and company names mentioned herein may be the trademarks of their respective owners.