

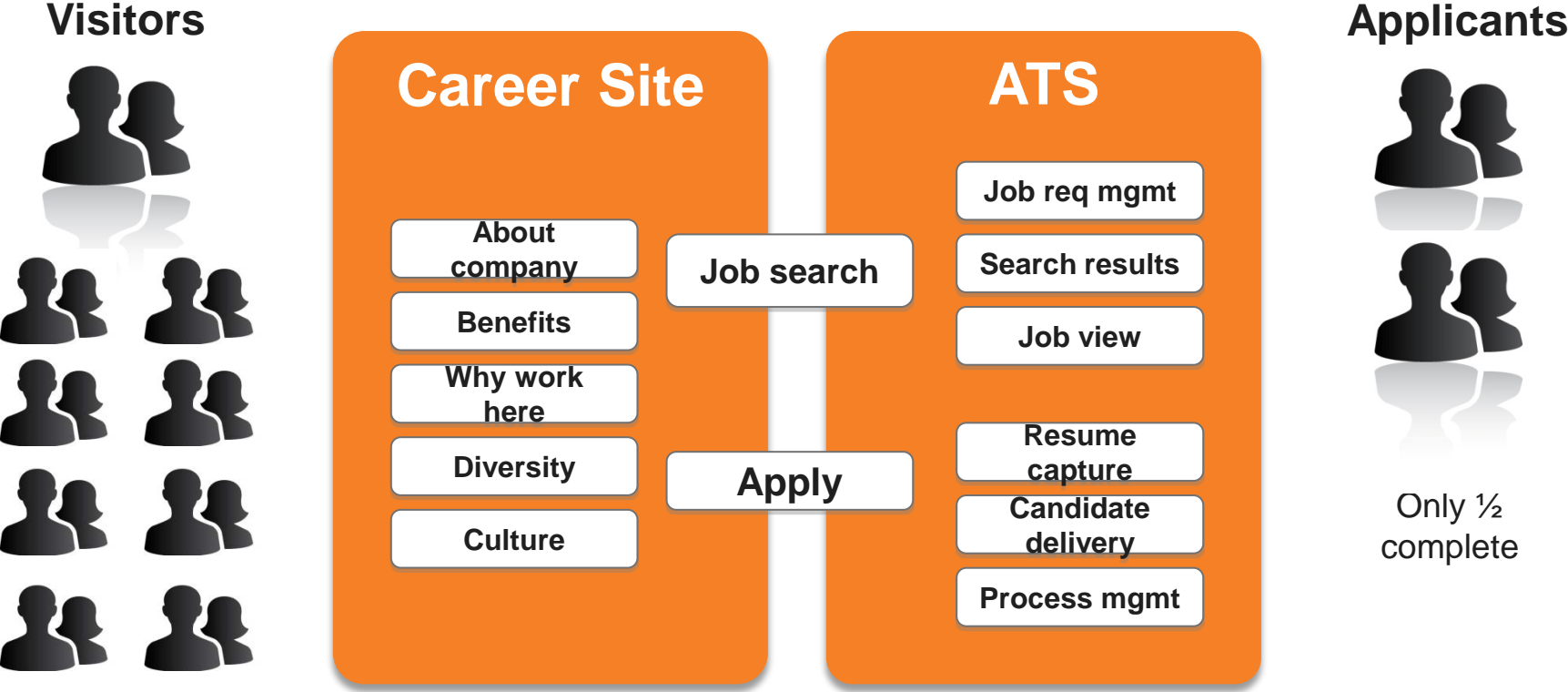
Jobs to Web and Unisys Canada

ITAC HR Forum
November 28, 2012

UNISYS



How Jobs2Web Helps Our ATS Perform Better



Only 8% start to apply

Optimized Recruiting Strategy

Visitors



Career Site

- About company
- Benefits
- Why work here
- Diversity
- Culture

Jobs2Web

- Job search
- Join talent community
- Get job alerts
- Members

ATS

- Job req mgmt
- Search results
- Job view
- Resume capture
- Candidate delivery
- Process mgmt

Applicants



Capture 30 - 50% more applicants

Capture 100% of apply starts

Search Engines Cannot Find Jobs within an ATS

Most content is not optimized

CAREER

Enter your username and password to login. If you have not yet registered, [Register Here](#).

Basic Job Search	Login
Keyword: <input type="text"/>	User Name: <input type="text"/>
Posted: Last Month <input type="text"/>	Password: <input type="text"/>
<input type="button" value="Search"/> Advanced Search Search Tips	<input type="button" value="Login"/> Login Help Register Now

Job Posting Information

First Previous Next Last

Latest Job Postings

Date	Job Title	Job ID	Location
<input type="checkbox"/> 03/26/2012	ITSM Remedy Deployment Consultant	255113	India-Bangalore
<input type="checkbox"/> 03/26/2012	Enterprise Systems - Citrix Support Engineer	258527	Hungary-Budapest
<input type="checkbox"/> 03/26/2012	Escalation Manager	257670	US-Utah-Salt Lake City
<input type="checkbox"/> 03/25/2012	Automation Consultant	256603	US-Pennsylvania-Harrisburg
<input type="checkbox"/> 03/23/2012	Tape Media Support Associate - UTS	258118	US-Utah-Salt Lake City

Engines can't see within drop down boxes like users can

The Result:

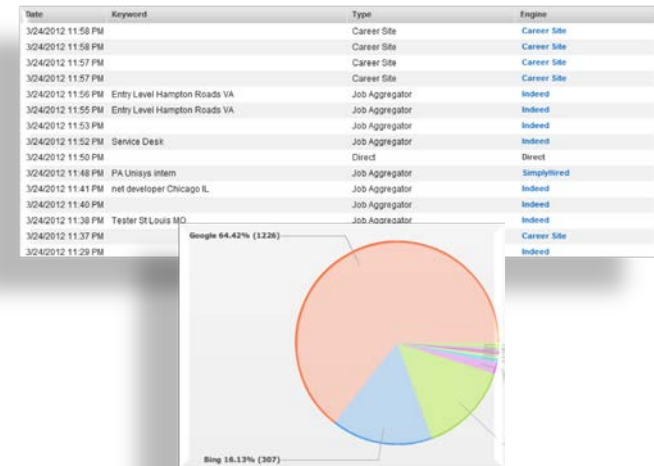
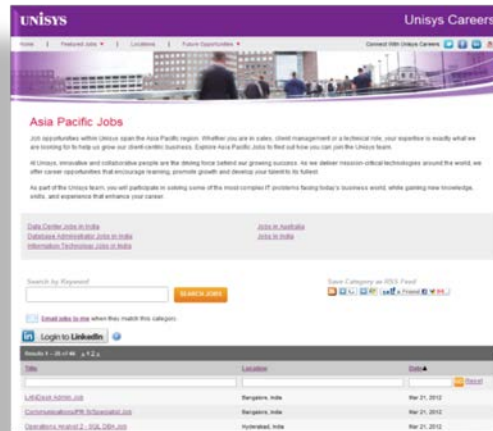
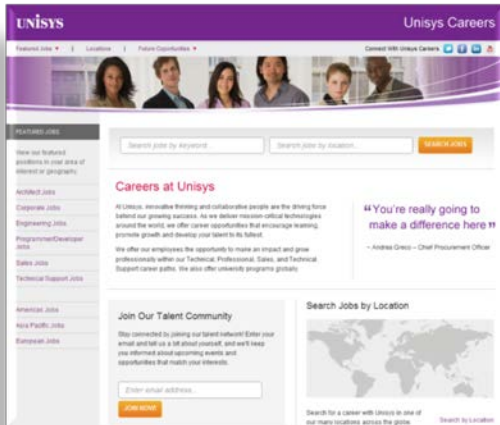
- Jobs locked within ATS
- Job titles, URLs, keywords not optimized
- No sitemaps created or submitted
- No keyword targeted landing pages that stay online

New Career Site! – Site Went Live March 12

Find Better

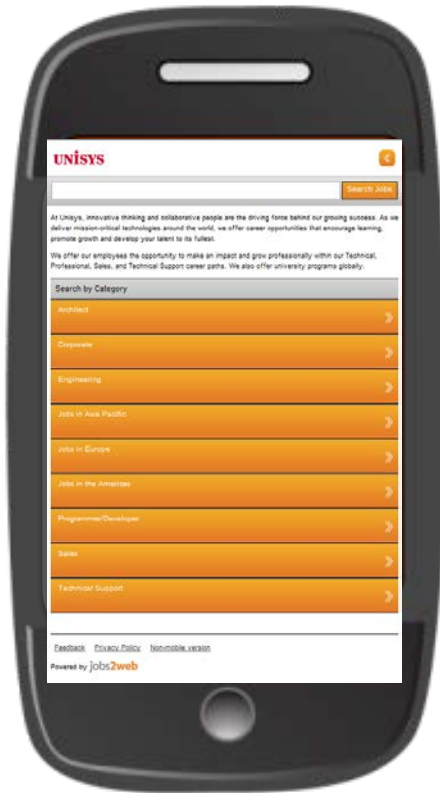
Engage Better

Know Better



<http://jobs.unisys.com>

Our Site is Now Mobile



- Nearly 80% of professionals check email on mobile device (especially job seekers)
- Candidates typically won't go through *entire* apply process using mobile device
- Way to capture quick interest of mobile users
- Visibility to mobile analytics

We are already seeing success with the mobile site

With advanced analytics we can see who was hired after applying via our mobile site.

Our Process

