rackspace

AT-A-GLANCE

CUSTOMER'S BUSINESS:
Evolve the recruitment industry into a new, efficient, digital business model.

CHALLENGES:
Power a big-data driven platform which must be responsive, robust and always on.

RACKSPACE® SOLUTION:
Rackspace Managed Cloud

BUSINESS OUTCOME:
Fill roles faster, cheaper and with more talented job seekers.

SEARCH PARTY

The Search Party — Rethinking Australia's Recruitment Using Great Technology

Rackspace fueled recruitment innovator is helping uncover talent sooner, lowering employer costs and reducing time lost.

In the digital-era war for talent, the hiring process today seems to be as tedious and analog as it ever was. The Search Party asserts, it doesn't have to be this way.

Founded in Australia in 2011, The Search Party is an online marketplace that connects employers, job seekers and recruiters to help employers hire faster, easier and at a lower cost. Employers who use The Search Party gain free access to more than 15 million resumes from recruitment company databases, and in turn, reach a larger pool of potential employees at a far lower cost.

The Search Party's differentiation begins with powerful algorithms, matching candidates with open positions — and also matching job seekers with the recruiters who can maximise screening efficiency and better organise resumes. Thus, hiring becomes not only cheaper, but also much faster. The system optimises each point on the hiring journey, resulting in an average

hiring process of just ten days, rather than the industry norm of 60.

"The unique combination of recruitment agency skills and representation, together with a massive data-driven pool of candidates, enables the recruitment process to be quick, easy, accurate, and affordable," said Stuart Gatenby, CTO, The Search Party. "No other hiring mechanism offers all of these benefits. We're focused now on expanding this game-changing technology globally."

> "I know firsthand how handy it is, as a small development team, to have Rackspace at your back."
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> **Stuart Gatenby**
> CTO, The Search Party

The Search Party itself employs 45 today, a number that has doubled in the past 12 months. The company is currently providing services to a roster of internationally known clients, including Epson, Genworth, ING, Staples, and many more. While the site serves multiple industries, IT and finance are particular strengths, with sales and marketing close behind.

THE TECH BEHIND THE TALENT SEARCH

Companies use recruiters for a myriad of reasons: focus, cost efficiency, specialisation and staffing advantages to name but a few. "In the long run, we're making corporate recruitment services available to small to medium enterprises for a fraction of the cost," said Gatenby.

Big data analytics may seem like the primary engine of success for The Search Party, but Gatenby also emphasises the importance

> "One of the standout things in my experience of working with Rackspace has probably been the partnership that we have. Whenever we're struggling with technology choices or we're struggling with what we do next to scale something up, the team in Australia will be straight out with an expert to help us come up with a solution."

Stuart Gatenby
CTO, The Search Party

of reliable hardware and support. "It's no question that data leads, but the hardware is just as important even though it's less visible. The challenge I give the team is the longer we can continue before we need a permanent infrastructure engineer, the better off we are," he said.

So far, they're winning that battle. On the technical side, the Search Party has a high transaction load, owing to a process that anonymises candidate profiles before pushing them out to "The Search Party Marketplace" area of the site.

"We use Microsoft tools for the core application, and Hadoop for all the data-guard aspects," said Gatenby. "We need the core application to be reliable. First we need a dedicated infrastructure that is highly reliable, and then we can start using the cloud infrastructure. So for us, it's the end-to-end offering that wins the day."

THE SEARCH PARTY RELIES ON RACKSPACE

Before working with Rackspace, The Search Party used more of a self-service backend solution. The results weren't always reliable, so Gatenby made the switch in 2011. "I chose Rackspace when we first put together a prototype," he said. "Today the platform is scaled up with about 30 servers, if you include the cloud."

For Gatenby, the value of the Rackspace relationship begins with the things that both companies do best — accessibility of all the new technology alongside that dedicated infrastructure.

"When you're doing huge things that no one else has done before there's no textbook about it," he said. "We're probably on the same bleeding-edge that our Rackspace people are on, so we tend to go through things together a bit more," he said. "Having someone jump on the phone with an hour's notice and work through a problem with us is invaluable."

What does **Fanatical Support**® look like from the point of view of The Search Party? "I don't think we've ever had more than a few minutes of unscheduled downtime in the last four or five years, which is pretty remarkable," he said. "With Rackspace, you're dealing with someone who has been doing this for 20 years. That realm of reliability is on my radar, and it's important."

For Gatenby, The Search Party benefits from being able to draw on specialised Rackspace expertise. "There's always an hour's conversation that will save me weeks of research," he said. "Our Rackspace team will show us how to provision services, and there is certainly an element of Rackspace being an extension of our team. I can go ahead and sleep, which is pretty hard to do as the CTO of a tech startup."