

## **Microsoft Goes Live with Jobs2web**

### ***-Recruitment Marketing Platform Powers Interactive Recruiting-***

**MINNEAPOLIS, Minn. (March 22, 2010)** — [Jobs2web](#), the leading provider of interactive recruiting solutions, today announced the successful launch of the Jobs2web Recruitment Marketing Platform™ by Microsoft Corporation. All divisions at Microsoft are now live and enabled with Jobs2web's interactive tools and strategies, which are designed to help employers Recruit Better™.

Microsoft's Entertainment and Devices (E&D) division initially piloted Jobs2web's flagship product, the Recruitment Marketing Platform, in 2009. Based on a successful experience using Jobs2web to enable web 2.0 strategies, Microsoft decided to roll out the solution globally across all business units.

Jobs2web's sophisticated recruiting tools enable companies to be more strategic, more efficient and accountable as they launch interactive recruiting initiatives in different channels. These recruiting strategies require advanced technologies such as search engine optimization and automated job marketing that help employers leverage new recruiting outlets. Jobs2web also supports creating and nurturing private global talent communities, which provide employers with a ready supply chain of talent that they can draw upon to fill future recruiting needs. Also, Jobs2web's award winning Recruiting Dashboard™ gives employers total visibility to all their online recruitment marketing activities so they can track and manage exactly which sources are driving optimal results in order to maximize their recruitment budgets.

"We're excited about this partnership with Jobs2web and the capability they bring to us, which enabled us to quickly transform Microsoft's recruiting strategy across our company. Using the Jobs2web platform gives us the ability to maximize our web 2.0 recruiting investments, achieving new levels of candidate engagement and recruiting metrics," said John Phillips, director of Global Talent Labs at Microsoft. "We knew that we needed to test the limits of typical recruiting practices such as utilizing job boards and other static post and apply processes. By partnering with Jobs2web on advanced marketing strategies that leverage the newer technologies, we will be able to source qualified talent at lower costs. The Jobs2web Platform gives us more control over our interactive recruiting channels with automation and visibility to measure effectiveness."

"Partnering with Microsoft helps drive Jobs2web to continually reach new innovative frontiers," said Doug Berg Jobs2web founder and Chief Recruiting Geek. "John and his team are among some of the smartest people in recruiting today and they're always

pushing the limits of technology to bring new recruiting strategies to their business. They are a great partner and we're very excited about building on our mutual success together."

John Phillips from Microsoft and Doug Berg from Jobs2web will co-present at the upcoming 2010 Human Capital Summit at the JW Marriott Starr Pass Resort in Tucson, Ariz. on Monday March 22<sup>nd</sup>. The topic will be "Game Changing Talent Acquisition: How Microsoft is Leveraging Web 2.0 Technologies."

Microsoft will also be sharing their experiences at the Jobs2web annual users' conference "Collaborate 2010," on June 14<sup>th</sup> – 17<sup>th</sup> at the Minneapolis Downtown Marriott. More information on the conference can be found at [www.jobs2web.com](http://www.jobs2web.com).

### **About Jobs2Web**

Jobs2Web helps larger companies to recruit better <sup>TM</sup> using advanced technologies to find talent better, engage with talent better, and know better what online channels are providing them with the best results. Come see how at [www.jobs2web.com](http://www.jobs2web.com).

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