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**“If you want to be able to rapidly grow a company you must have a good infrastructure. The backbone of what you need is how you manage your data. We were blown away by what you can do with Bullhorn.”**

••• *David Antunes, Director,  
Operations Support*

**Business Type:** Contract

**Areas of Concentration:** Construction

TradeSource, Inc offers customers profitable and flexible contingent staffing solutions that meet continually changing skilled personnel requirements and provide skilled construction workers with outstanding benefits and career development opportunities. Founded in 1995, TradeSource began as an idea by two ambitious entrepreneurs who realized valuable time and money was being wasted searching, screening and retaining skilled workers on a project-by-project basis. To keep pace with growth and maintain efficiency, TradeSource turned to Bullhorn for its integrated solution that essentially combined all needed solutions into one. Bullhorn's On-Demand, front office solution allows TradeSource to access its content anytime and from anyplace.

### Challenges:

- With their old setup, there was no real security for all internal and external information – they could not rely on old servers and homegrown database.
- Their previous email system did not track contact information, resulting in incomplete data fields and causing difficulties with distribution lists and mass emailing, so they needed a replacement email system to integrate the company internally and externally.
- Without an integrated solution, TradeSource was unable to maintain information in a central database to organize payment issues and track clients.

### Solution:

- Bullhorn's On Demand, fully integrated front office solution combines all the applications TradeSource needs: integrated email, sourcing, applicant tracking, calendaring, task management, job management and CRM.
- Delivered as Software-as-a-Service, Bullhorn provides access anytime from anyplace with no software to install and maintain.

- Bullhorn was able to be customized to their processes and the way they do business. The ability to fax time cards and generate invoices from within Bullhorn provides company-wide independence.

### Benefits:

- **Generating Job Orders** – Bullhorn manages every aspect of TradeSource’s job requisition process and related workflow and enables the global offices to share sales and prospect data in real-time. Bullhorn’s integration with popular job boards, such as Monster.com and CareerBuilder.com, automates job postings and candidate searches. Bullhorn is helping TradeSource to proactively zero-in on client needs, generating more job orders that result in faster placements.
- **Managing Key Relationships** – Bullhorn’s built-in CRM has improved all client and candidate relationships. Account managers and recruiters are more effectively managing relationships by reaching targeted groups via mass mailings, conducting complex searches and tracking all account activities. All activity is automatically tracked with Bullhorn’s integrated email – increasing productivity and closing more sales.
- **Scalability/Growing the Business** – Bullhorn allowed TradeSource to transform their previous disparate databases of several hundred resumes per office into a 100 percent searchable database of 75,000-plus candidates, enabling them to leverage the full power of their nationwide network of professional skills. Collectively, the entire team is saving time while increasing the integrity of data four-fold.