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••• *Mitesh Ashar, Director of Technology*

In 1986, the same year that Microsoft Corp. announced its initial public offering, Mastech began placing technical consultants within Fortune 500 corporations to work on the technologies that drive their business. In the 20 years since then, business computer technology and IT needs have changed dramatically and both companies have grown considerably.

Mastech now employs 1,000 people in eight locations around the world and has been named to numerous “hot” and “growth” company lists, including being named four times to the Inc 500 list of the fastest-growing private companies, the only company to earn such a distinction.

To keep pace with its growth and stay on top of the technology industry’s changing needs, Mastech deployed numerous technology solutions to manage client relationships, recruit top consultants and perform other business functions.

Until recently, the technology solutions included a mix of legacy and current technology platforms and five different applications for sales and recruiting efforts, each of which were silo’d toward particular business functions and unable to communicate with each other.

Mastech management realized the environment had become too disparate and wasn’t functioning in a seamless, effective manner.

After a deep evaluation of almost 30 different products, “We chose Bullhorn as a single platform to run our entire front-office operations,” said Mitesh Ashar, Director of Technology at Mastech. “We like the functionality and flexibility Bullhorn offers, and Bullhorn’s web-based, On Demand technology fits the needs of our rapidly expanding global recruiting efforts.”

Integrated Software Synchronizes Recruiters and Sales Team with Each Other and with Colleagues around the World

Mastech employees at the company's Pittsburgh Headquarters and branch offices in Fremont, CA, Chicago, IL and Dallas, TX use Bullhorn's integrated, real-time front office solution to quickly and effectively place IT consultants at Fortune 2000 client sites. Bullhorn also enables Mastech's business partner RPOworldwide to seamlessly integrate sourcing and recruitment functionality from its global recruitment centers in India, Canada, and Bulgaria with Mastech.

"Now we have one single platform that's integrated and performs in real-time," says Ashar. "We use Bullhorn for every aspect of our sales and recruiting efforts including: prospecting, selling, account management, sourcing, screening, recruiting and tracking candidates. The integrated functionality and flexibility of Bullhorn enables our recruiters to be more effective and productive."

Built-in CRM Functionality Improves Client, Candidate Communications

Bullhorn's CRM functionality enables Mastech account managers and recruiters to better manage relationships with clients and candidates by reaching targeted groups via mass mailings, conducting complex searches, and tracking all account activity. All the documents and data associated with each contact are automatically tracked with Bullhorn's integrated email.

Bullhorn is also used to manage every aspect of Mastech's job requisition process and related workflow. With Bullhorn, Mastech employees are able to match candidates to job requisitions, create work lists and perform comprehensive searches; Mastech managers have instant visibility into employee productivity.

"Bullhorn – the application itself, not just the email client – has become an essential tool for Mastech's communications," says Ashar. "Our users get an instant and comprehensive view into all activities without having to switch between applications. They can even tell how many times a client looks at a candidate's resume."

Bullhorn Partnership Provides Strategic Value; Capitalizes on Staffing and Recruiting Technology Innovations

"Our experience so far with Bullhorn has been productive and exemplary," says Ashar. "Bullhorn takes the standard vendor-client relationship a step further and serves as a trusted technology and business partner."

Future collaborations are likely to include the integration of Bullhorn with Mastech's PeopleSoft back office application. Ashar says he is also excited about Bullhorn's integration with popular job boards, like Monster.com and CareerBuilder.com., which automates the job postings and candidate searches: "Our recruiters will see tremendous benefit from that. They won't have to monitor their in-boxes as frequently because everything will be available in one view in Bullhorn."