

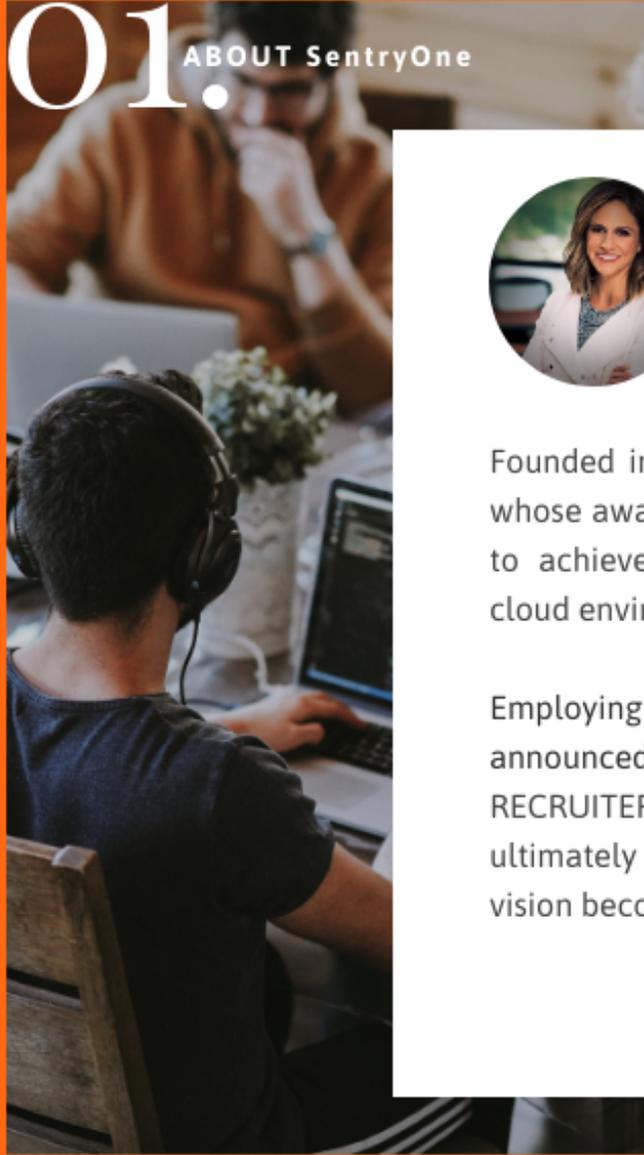
SentryOne's Success Story with RECRUITERS

How a US software company successfully entered the EMEA
market with the talent needed to drive success with
Ireland's most trusted recruitment partner

SentryOneTM


RECRUITERS
looking for you

01. ABOUT SentryOne



Kimberly Whiteman | SentryOne

Talent Manager

Founded in 2004, SentryOne is a privately held technology company whose award-winning solutions empower Microsoft data professionals to achieve breakthrough performance across physical, virtual and cloud environments.

Employing more than 100 people in its US office, the company announced its international expansion plans in August 2017 and used RECRUITERS' expertise in understanding the Irish jobs market and ultimately source and place key talent that would see its international vision become a reality in early 2018.



Industry

Software and High Tech



Services

Solutions that empower Microsoft data professionals to achieve breakthrough performance across physical, virtual & cloud environments



History

Founded in 2004 and now employs more than 100 people in Charlotte, North Carolina and its new Dublin office, SentryOne EMEA

02.

OVERVIEW



My experience working in the technology sector in Ireland over the years has shown me that there's not a better location from which to base our EMEA sales and service efforts.



Bob Potter, SentryOne CEO

03.

CHALLENGES

PROBLEM

SentryOne was setting up its EMEA headquarters in Ireland.

They knew this was only possible with the right people in place but had limited knowledge and expertise of the Irish jobs market, compensation and benefits and the Irish talent acquisition landscape in general.

BEFORE RECRUITERS

SentryOne had built up an established brand and Employee Value Proposition (EVP) in the US with an experienced HR team.

They understood the challenges of different time zones and physical incapacity to interview and screen Irish talent face-to-face.

REASONING

SentryOne needed an Irish recruitment consultancy:

- That had a large database of quality active and passive Irish jobseekers.
- That understood their business and objectives.
- That had values similar to their own.
- That had a reputation for sending quality resumes over quantity.
- That would provide a dedicated full-time team of experienced consultants.

OBJECTIVES & KPIs

OBJECTIVES:

SentryOne wanted to build its EMEA brand and client base of their existing products initially through experienced sales and support hires.

Focus would then turn to building new products with a global focus by hiring an experienced tech team based in Ireland.

KPIs:

Source quality candidates that meet the skills and cultural requirements.

Establish and promote SentryOne's employer brand internationally.

Maintain low time-to-hire ratios.

Maintain high staff retention rates.

Maintain low interview-to-placement ratios.

Source a recruitment partner for the above.



FINDING RECRUITERS

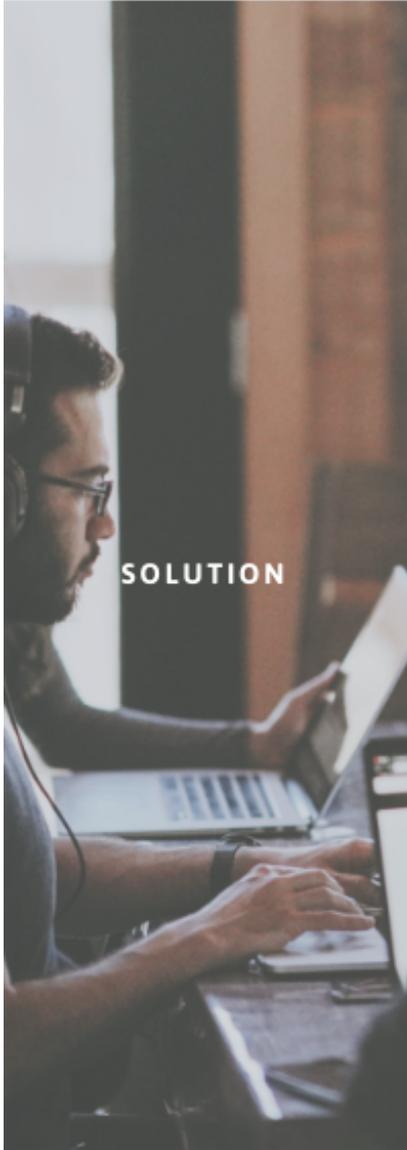
RECRUITERS was sourced online via a Google search of 'best recruitment consultants in Ireland'.

Not only was it highly rated on Google Reviews (4.9/5) and Trustpilot (9.6/10), its website, values and services were clear and in line with what SentryOne were looking for in a partner.

RECRUITERS' managed service offering, 'RECRUITERSsource', defined the partnership SentryOne were looking for. As a trusted extension of our management team, RECRUITERS removed the burdens and limitations of Sourcing and selecting active and passive talent across seas.

SentryOne was presented with a detailed recruitment plan and strategy that would help them fulfil its goals and build its EMEA team in Ireland within agreed KPIs, SLAs and budgets.

PROPOSED SOLUTION



SOLUTION



SentryOne
Microsite
on Recruiters.ie



Online/offline
Marketing &
Promotion of
SentryOne's EVP

AFTER RECRUITERS

RECRUITERS assigned experienced sales and technology consultants that ensured SentryOne was best positioned in Ireland to achieve its employer branding goals. Their multi-channel marketing campaigns drove active and passive jobseekers to a dedicated SentryOne microsite hosted on Recruiters.ie. Engaged traffic experienced 'Life at SentryOne' via video, employee stories, company info, images and links directly to open vacancies at SentryOne.

“

We engaged RECRUITERS for its managed services RECRUITERSource product to build SentryOnes new EMEA team. They quickly understood our requirements and took all the hassle out of finding us a superb shortlist of candidates from which we made all our initial hires. We saved a lot of time and cost and highly recommend the service.

”

- Kimberley Whiteman,
Talent Manager | SentryOne

**AFTER
RECRUITERS**



- RECRUITERS assigned a team of dedicated recruitment consultants with proven experience and performance with software companies in similar situations.
- They took time to understand our business, goals and objectives in addition to our culture and open vacancies. They added value by advising on what roles should be prioritised and how much we should budget for each role.
- They eliminated our need to research, advertise, source, screen and communicate to hundreds of applications.
- Despite the time difference, we could access our account manager and account sponsor when we needed them.

05.



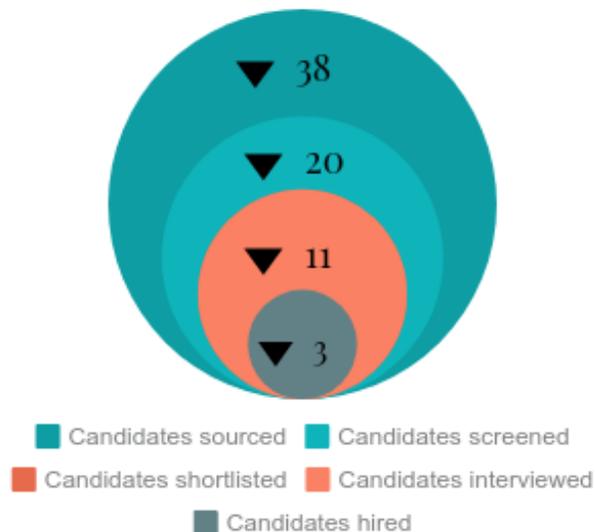
Within a few days, RECRUITERS began work on sourcing and screening hand-picked talent for interview. SentryOne received a steady flow of quality talent after a period of three weeks and it reached a new milestone by making its first strategic sales hires in just two months.

RECRUITERS put SentryOne into a strong position to execute phase two of international expansion: building a new global-focused product. On announcement of the tech talent needed to do so, RECRUITERS got to work. RECRUITERS sourced and interviewed a number of candidates for the vacancies and sent us a quality shortlist of tech talent from which we made all of our hires in a number of weeks.

SALES RECRUITMENT STATISTICS



Hiring results of sales talent: Three placements in one month



Candidates sourced & interviewed:

A total of **38** sales professionals were sourced over one week.

Candidates screened & shortlisted:

20 of these candidates were screened.

11 shortlisted by RECRUITERS for interview by SentryOne.

All **11** were brought forward for interview

1:1 shortlist-to-interview ratio

Candidates placed:

3 candidates were made an offer and 3 candidates accepted.

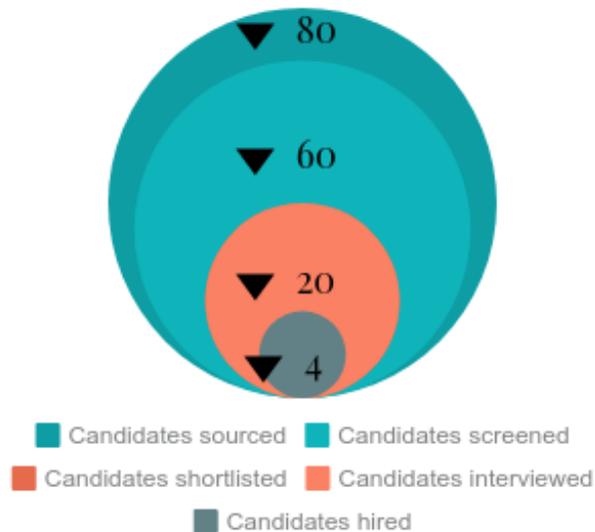
100% interview-to-placement ratio

100% offer to acceptance

TECH RECRUITMENT STATISTICS



Hiring results of tech talent: Six placements in one month



Candidates sourced & interviewed:

A total of **80** tech professionals were sourced over one week.

Candidates screened & shortlisted:

60 of these candidates were screened.

20 shortlisted by RECRUITERS for interview by SentryOne.

All **20** were brought forward for interview

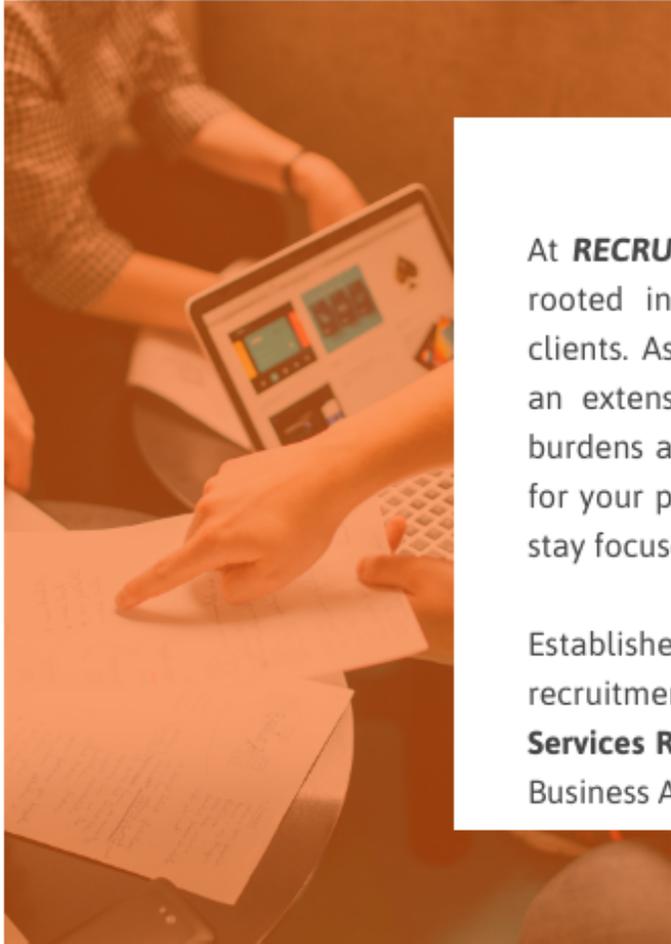
1:1 shortlist-to-interview ratio

Candidates placed:

7 candidates were made an offer and six candidates accepted.

100% Interview-to-placement ratio

75% Offer-to-acceptance ratio



At **RECRUITERS**, we understand that success of a placement is rooted in a trusting and collaborative relationship with our clients. As Ireland's most trusted recruitment partner, we act as an extension of your management team and we remove the burdens and costs associated with sourcing and attracting talent for your planned vacancies. In doing so, we enable our clients to stay focused on growing their businesses.

Established in 2006, RECRUITERS are a multi-award-winning recruitment consultancy and recently won "**All-Star Managed Services Recruitment Professionals of the Year**" at the All-Ireland Business Awards 2018/2019.

WWW.RECRUITERS.IE

