

## The future of recruitment software is here.

**The development of the next release of Bond’s specialist staffing software has been a long time in the making. It was over five years from the initial ideas for the system’s functionality to the first versions of the software hitting the market. In which time Bond invested multi-millions in R&D.**

The latest phase of this development sees the launch of a completely new, cloud computing-based user interface which is changing the way recruitment software looks, and is used, forever.

Bond has long been regarded as a market leading, innovative recruitment software provider. The main reason for this success has been their system’s inherent flexibility and ease of use. But in early 2000 Bond reached a crossroads, it had its sights on the enterprise level market but, despite being globally successful, found these opportunities required a significant product step change to achieve this goal. Ever proactive, Bond spoke to clients to find out what they wanted from a software solution in a ‘perfect world’. All client facing staff also gathered together to brainstorm ideas for the system’s development.

David Read, President and CEO of Bond International Software, Inc., comments, “It was important to retain the good parts of the systems that had been developed over the last 30 years, but we also had to step away from that existing mindset to allow us to think about how things should be done moving forward.”

### **Achieving next generation functionality**

Eight features were identified as key: web-based, multi-lingual, database independence, platform independence, usability, flexibility, scalability and real-time interactive reporting. These elements formed the cornerstones of the evolution of Bond’s specialist staffing software.

Next they had to find the best people and technologies to facilitate the intensive R&D program. Bond had an impressive in-house team of developers, but not enough people to embark on a project of this scale – a build process that was estimated at forty man-years.

Bond’s own technical team developed the system’s underlying architecture and high level design. The next phase of the project was delivered in partnership with a carefully selected outsourcing center.

### **Delivering software as a service (SaaS)**

After four years the first systems were ready to go to market. David adds, “Our new solutions are a superset of software, retaining the best functionality of the proprietary systems but incorporating many groundbreaking enhancements. We also wanted to find a better way of delivering our technology to users, the Internet was the obvious solution, so we developed a SaaS platform.”

David continues, “Cloud computing helps to make our Bond Adapt software infinitely more scalable – an important benefit for clients large and small. What’s more, our software is now effectively ‘technology independent’, integrating perfectly with any operating system and any database. The software is also capable of handling all global languages and character sets, including Asian, which is currently unique to our specialist products.”

Rick Lloyd, Vice President – Business Development, Bond International Software, Inc., comments, “This version of our software has given our customers complete independence and flexibility. We can now talk to them about what ‘they’ want, rather than making them conform to rigid parameters.”

Bond’s software now also offers a comprehensive set of interactive reporting functions. Rick explains this innovative functionality, “The dash-boarding capabilities of the latest versions are fantastic. We can offer clients real-time reporting displayed in any way, including maps, revenue counters and graphs. Any data, be it sales figures, targets, meetings or KPI’s etc, can now be dynamically displayed.”

#### **A new look for the software user interface**

The first versions of Bond’s latest software solutions fulfilled all the functionality requirements they had set out to achieve, but there was something missing. After much testing and reviewing of the systems it was agreed that the look and usability needed further work. So Bond enlisted the help of web design usability experts Abacus e-Media, part of the Bond Group.

The result is dramatic. “The new user interface is smart, modern, clean and very intuitive. It looks and feels like a website, so the user is immediately confident exploring the pages” comments David. “Customers today expect software to work well of course, be pleasant to use and overall be a positive experience.”

Rick adds, “Another benefit of the new interface is that it minimizes user training. Having worked with usability experts means the systems are really easy to work with, so new users need very little training and can start using the application very quickly. The depth of functionality within the user interface also means that the advanced user has even greater options.”

#### **Validation from the market**

Feedback from prospects has been incredibly positive, and many existing clients have already upgraded, while many more are going through this process at the moment. Currently Bond has over 5,000 completed deployments with another 30,000 global users at various stages of deployment.

#### **Continual investment**

Bond is truly committed to the research and development of their software solutions, every year they reinvest around 15% of the Group’s turnover back into R&D. With a turnover figure of \$45 million for the financial year 2007/8, that equates to a staggering investment of around \$6.75 million in the last year alone. This continuing, and increasing, program of development underlines Bond’s commitment to stay at the cutting edge of the recruitment software market.

