

THE NEXT LEVEL IN
APPLICANT MANAGEMENT



BERKSHIRE ASSOCIATES INC.
Your Partner in Human Resources and Affirmative Action

About Berkshire Associates

Berkshire started over 25 years ago as the first company to release a commercial software product that automated the affirmative action plan preparation (AAP) process. As a result, Berkshire revolutionized the way AAPs were prepared and continues to set the standard for quality plan preparation. Fast forward to today and Berkshire has applied its proven methods to expand its capabilities to Applicant Management, and as a result **BALANCEtrak** was born. Built on years of experience helping HR professionals comply with applicant guidelines, **BALANCEtrak** is the ideal choice for companies seeking an applicant management solution.



Welcome to a Better Experience

BALANCEtrak is a web-based applicant management system designed to fit the HR Professionals' recruitment style. Use **BALANCEtrak** to control, manage, and organize workflow around finding the right candidates for your job openings. As an HR Professional, you decide what process works best for your company; while **BALANCEtrak** provides the power to streamline your process.

Committed to making HR Professionals' jobs easier, Berkshire included unlimited users as part of **BALANCEtrak's** subscription fee. Consequently, you can add or exclude users as your hiring needs warrant, without having to buy additional licenses. **BALANCEtrak** is also designed to handle the ebb and flow of staffing activities and will grow as your company's demands grow. Whether you're a startup or a Fortune 500, **BALANCEtrak** can be used by any size company, in any industry, and can be used for permanent, seasonal, or contract hiring.

A New Level of Applicant Management

BALANCEtrak's functionality makes the multi-leveled applicant tracking process manageable for the HR Professional. Developed using Software-as-a-Service (SaaS) technology, users have the convenience of anytime, anywhere access. Since **BALANCEtrak** is a secure, web-based application, even the most decentralized organizations can coordinate their staffing efforts. Build your own approval process based on staff members involved in the hiring process. Easily create job descriptions, applications, and prescreen questions. Get at-a-glance updates including requisition statuses, pending approvals, and number of job seeker responses received. Through **BALANCEtrak**, you can even manage and monitor compliance with AA/EEO regulations.

Big on Service

Berkshire has always put clients first. We view our relationships with our customers as more than transactional. That is why with **BALANCEtrak** you are backed by a network of product support experts, human resources consultants, and compliance specialists. When you choose **BALANCEtrak**, you'll have the resources and other services available to help facilitate your applicant management efforts.

Centralized Applicant Management

As a web-based, Software-as-a-Service product, **BALANCEtrak** can be securely accessed anywhere, at anytime as long as there is an Internet connection...making it the ideal platform to centralize all your recruitment initiatives. So whether you have multiple departments, locations, or people involved in your process, HR Professionals can manage it all from one central location. Communicate tasks, get approvals, set applicant dispositions, schedule interviews, send emails, post jobs, and initiate the background screening process, all from the heart of your applicant management activities — **BALANCEtrak**.

A "Living" Application

BALANCEtrak is a "living" application with advantages that surpass traditional software. HR Professionals do not have to worry about upgrade interruptions, regulatory updates, or crashes usually associated with software. Take comfort in knowing that a technical team is always working behind the scenes to ensure your data is secure, and your system remains trouble-free. With **BALANCEtrak**, you can focus on the job at hand, while we take care of the technical stuff.

Data Storage

Your subscription also includes secure data storage on our servers in a secure, off-site location, with measures for disaster recovery. With **BALANCEtrak** you significantly reduce the risk of security breaches or lost data that can occur with desktop applications. Data is stored on a Microsoft® SQL Server database, hosted and managed by Berkshire, providing a powerful and secure environment

Smart Investment

Changes in technology are constant and moving towards web-based platforms. As desktop and client/server solutions fade from the marketplace, companies feel confident investing in web technology. Web technology is a smart investment and saves companies time and resources.

MANAGE. ORGANIZE. AUTOMATE.

BALANCEtrak helps HR Professionals organize and standardize their processes, eliminating confusion and redundancies. Using **BALANCEtrak**, HR Professionals provide a foundation for consistent practices, ultimately saving time, money, and reducing liability. You can determine what order of events work best for your company's situation. You control what happens after a new requisition is initiated or a when an application is submitted, simply by using the easy workflow settings in **BALANCEtrak**. Your processes remain consistent for all parties involved in your process, regardless of location or level. **BALANCEtrak** was built on feedback from HR professionals, making it the smart choice for a job as important as finding the right candidate.

This is the **BALANCEtrak** Experience:

- Unlimited users
- Streamline your process
- Find the right candidates
- Receive résumés electronically
- Work with users from any location
- Comply with AA/EEO applicant regulations
- Freedom from dependency on your IT resources
- Set workflow based on roles and responsibilities
- Easily download data such as job codes or disposition codes
- Optional services provide access to applicant management experts when you need guidance



Easy is the Ideal Choice

Easy is a critical attribute when selecting the right applicant tracking system. Easy means better efficiency, more value and a process more likely to result in a centralized process. Easy cannot be discounted or confused with “less than.” In fact, easy is king when it comes to technology. **BALANCEtrak** is designed with the right balance of feature-rich functionality and ease-of-use. It's dynamic environment empowers HR Professionals to create a process that's ideal for their company. Use **BALANCEtrak** to improve existing procedures or to create a completely new framework. Control user access and views. Run reports to monitor progress. Post jobs to multiple sites with one click. Document your recruitment sources to assess return on investment, and optimize your sourcing efforts. **BALANCEtrak** enables the HR professional to keep their recruitment campaigns running smoothly and efficiently.



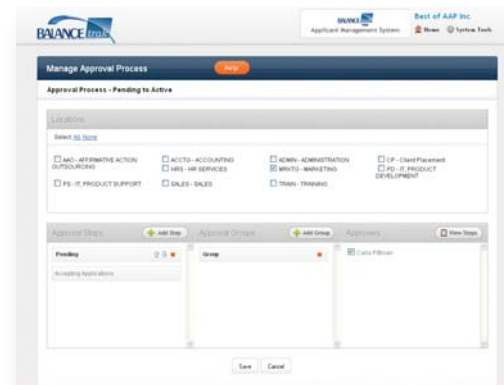
Automate Workflow

Work More Efficiently. Streamline Your Entire Process.

BALANCEtrak organizes your workflow at every phase of the hiring process. The applicant management process can easily become confusing and disorganized, usually as a result of inconsistent practices. BALANCEtrak allows you to create a step-by-step workflow which acts as a guide for all parties involved in the recruitment process. Using these workflow settings, along with the other automated features, create a better and more organized process.

Workflow Settings

- Configure your own workflow settings—choose the approvals, reviews, and other steps in your process
- Set role-based approvals by level of responsibility
- User access information can be imported reducing the time to establish new users
- For each requisition status, activities can be assigned to dynamically change the information on the screen showing the next step to complete
- Automatically post new positions to your career page as job requisitions are created—saving time and effort
- The BALANCEtrak homepage displays vivid, at-a-glance updates for users in a simple, easy-to-read format including pending approvals, job seeker responses, and requisition statuses



Requisition Management

- Easily keep track of job openings with auto-generated requisition numbers
- Enter new requisitions for approval and initiate the hiring process
- Perform résumé search within a requisition or entire database
- Copy previously used requisitions. Job seekers can be included or excluded in the copy

Hiring Approvals

- Request authorization for an approved candidate before they are hired
- Initiate approvals directly from email. No need to log in to BALANCEtrak to approve a requisition
- Create and send offer letters

Easy Data Import

- Easily import data such as disposition codes or job titles
- Data can be imported using common file formats
- Data is used in drop down menus reducing errors and providing consistency

Communications Management

- Manage schedules, interviews, and even set reminders in Outlook™ calendars
- Create automatic email replies to allow for prompt and consistent responses—eliminate the need to manually reply to unqualified candidates
- Select multiple job seekers to conveniently send batch responses by email



Precision Hiring

HR Professionals are charged with finding the right person for the job. In successful organizations, that entails finding the right set of skills, traits, and compatibility to match with your corporate culture. *BALANCEtrak's* screening and posting features allow users to “measure” and target candidates who are likely a good match. Plus, you can easily eliminate unqualified job seekers and focus on applicants who meet your minimum qualifications.

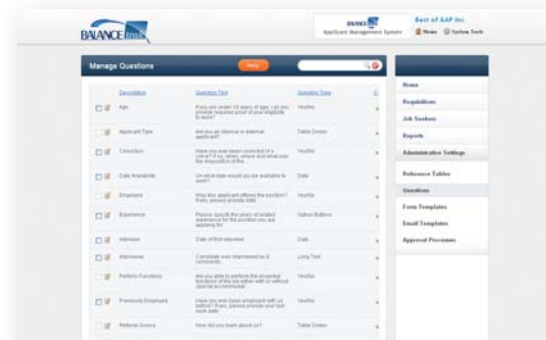
Targeted Recruitment

- Create screening questions to eliminate unqualified job seekers. You can tailor your questions to be skills-based, behavioral, or both
- Score responses from job seekers by assigning values to questions and answers
- Quickly evaluate your list of candidates by using the “Customize View” feature or search by keywords to narrow your search
- Search by skills, education, certifications, or experience to locate candidates that meet your basic qualifications
- Distinguish between internal and external candidates and route them to the appropriate application—this allows you to ask targeted questions by type of candidate

Monitor Hiring Objectives

- Generate reports to get status updates, manage AA/EEO placement goals, monitor selection decisions, or evaluate whether you are trending toward achieve your hiring objectives

FIND WHO YOU WANT
WITH THE SKILLS YOU NEED





Software-as-a-Service

The Benefits of SaaS Cloud Computing

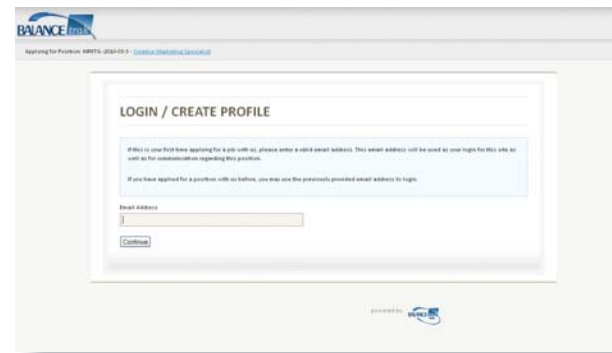
BALANCEtrak's SaaS computing platform offers more than traditional software. With no installation, BALANCEtrak won't drain your IT resources. Simply log in to the application and begin using immediately. Seamless upgrades to meet the latest regulatory, technical, and security standards, are completed without interrupting the user. HR Professionals will take comfort in knowing they are always working with an updated application. We live in an age where instant information is expected, and both employer and job seeker anticipate quick responses. HR Professionals can get real-time information, making decision-making quicker and response time faster.

Safe & Secure Data

- Data is safeguarded using the most current industry protocols
- BALANCEtrak uses 128-bit Secure Socket Layer (SSL) encryption
- Administrative security settings for controlled access to data
- Scheduled backups and safe storage for disaster recovery

Cost Effective

- Avoid capital expenditure on hardware
- No cost associated with building infrastructure
- No long-term contracts
- BALANCEtrak won't drain your resources for installation



No IT Support Needed

- Simply log in and begin using immediately; no hardware installation necessary
- HR controls customization; IT support is not needed to make changes
- Seamless updates meet the latest regulatory, technical, and security standards without disrupting users

Self-Service

- Companies can set-up a self-service kiosk for job seekers
- Using their own login, job seekers can view positions they applied for and can manage their own profile
- Both job seekers and hiring managers can upload and manage multiple documents



Employer Branding

Attract Star Talent With a Positive Image

You don't have to be a worldwide mega-corporation to have a strong employer brand. Your company image comes simply from how people perceive you. First impressions happen far before that first interview. The better your employer brand, the more likely it is you will attract the right talent, retain star employees, and create genuine advocates of your business. You'll have the opportunity to make the right, positive first impression by using **BALANCEtrak** to create your own branded career page.

Shape Your Employer Brand

- Create a career page using your logo and color scheme; reinforcing your brand image
- Create content that shapes and controls your image for potential applicants
- Get the information from your job seekers the right way by using flexible question building tools; leaving a positive impression of your company
- Create job applications using the Interactive Form Designer and publish to your branded career page
- **BALANCEtrak** also provides an RSS feed (Really Simple Syndication) for all jobs listed on your company's Jobs Posting Page. Job seekers can subscribe to this feed to immediately see positions available at your organization.



Product Support

Your *BALANCEtrak* subscription includes product support to give you technical help when you need it. Product Support professionals are available by phone or by email. Business hours cover Eastern to Pacific Time zones. Product Support hours are from 8:30 a.m. – 8:00 p.m. EST Monday through Thursday and 8:30 a.m. – 5:00 p.m. EST on Friday.

Product Support Line: 800.882.8904 ext. 9901

Applicant Management Consulting

Get The Most Out of Your Investment

In conjunction with *BALANCEtrak* implementation, Berkshire offers various Applicant Management Services to customers who need assistance with defining their applicant tracking process. As experts who present on applicant tracking at national conferences, we can review your current practices and develop procedures that are both compliant and offer minimal disruption to your existing process. Using our seven-step approach, we deliver a clear and thorough plan that saves you time by eliminating confusion and redundancy that ill-defined policies cause. The following Applicant Management Services are especially recommended for *BALANCEtrak* customers without a well-defined hiring or applicant tracking process:

- Applicant Tracking Compliance Evaluation
- Creating an Applicant Definition
- Establish Basic Qualifications for Jobs
- Recruitment & Selection Methods
- Recordkeeping & Retention
- Process & Procedure Development
- Monitoring & Management

Contact Us

For more information on *BALANCEtrak*,
or to schedule a live demo, please contact Berkshire.

800.882.8904

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Other Helpful Berkshire Solutions

Applicant Management Solutions

- Applicant management compliance assessment
- Applicant management process workshop
- Applicant tracking policy, process, and procedure development

Affirmative Action Solutions

- **BALANCE***aap* Web Affirmative Action Application
- Affirmative Action Plan Preparation Outsourcing
- OFCCP audit support

Compensation

- Base Compensation Plan Development
- Market Studies
- Compensation Plan Audits
- Job Descriptions
- Salary Equity Analysis
- **BALANCE***pay* Salary Equity Software

Workforce Planning

- Workforce diversity
- Succession planning
- Adverse impact analyses
- **BALANCE***act* Adverse Impact Calculator

HR Training

Training can be delivered as public training at Berkshire's training facility, self-paced online training, instructor-led training, or at your location.

Topics

- Affirmative Action
- Compensation
- Applicant Management
- Employee Performance
- Sexual Harassment and Anti-Discrimination
- Workplace Diversity
- Equal Employment Opportunity



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