

Arbita: Forward-thinking recruiting marketing firm forms strong partnership with Hanu

“Hanu is a team of consummate professionals, thought leaders and subject matter experts. They are committed to total quality management and are always looking for ways to make us a better company through enhancement of our products and services.”

*— Jennifer Marcy
General Manager, Arbita*

The logo for Hanu, featuring the word "hanu" in a lowercase, rounded, sans-serif font. The letters are a vibrant red color.

CHALLENGE

Arbita OnePost was the industry's first consolidated job posting solution. Today, it remains Arbita's core job posting technology—offering companies a single portal for posting to more job boards in more countries than any other solution. OnePost provides both broad and targeted reach, enabling companies to make a big splash with large-scale campaigns or to launch focused initiatives to identify specialized candidates in niche and global markets. OnePost also gives executives valuable analytics to help them understand which recruiting initiatives are working and which are not.

Arbita establishes formal contracts and performs back-end technical integration to link OnePost with major job boards. However, the company found it was not feasible to integrate with many of the more specialized job boards. As a result, the company began to do extensive manual posting to boards focused on specific geographic or industry niches.

As General Manager Jennifer Marcy explains, handling so much manual processing with in-house resources quickly became overwhelming from a time and labor perspective. And yet, posting to these boards is vitally important to Arbita clients.

“It made more sense to partner with a company that specializes in certain business process outsourcing activities,” Marcy says.

SOLUTION

After being contacted by executives from Hanu—a provider of high-quality, high-value software development and business process outsourcing services—Arbita began to take a close look at the firm's capabilities. In fact, Arbita's executive team made a trip to Gurgaon,

India, to tour Hanu's facilities and meet the team face to face.

"We selected Hanu after visiting the team in India. We were absolutely overwhelmed with their commitment to their customers, the way they treated us, and their approach to exceeding customer expectations and creating a culture of consistent improvement," Marcy says.

Today, Hanu is providing not only BPO but also technical services to Arbita:

- Manual posting to niche job boards
- Quality assurance for manual postings
- Customer support for Arbita clients around the globe
- OnePost system maintenance
- Testing and quality assurance for purpose-driven career sites that enable customers to create search engine-optimized landing pages

RESULTS

Arbita and Hanu have formed a strong, collaborative partnership that leverages Hanu's integrated outsourcing capabilities.

Marcy says Hanu's contributions are vital to Arbita's success: "The OnePost tool is one of our core products, so it's imperative that we maintain a standard of excellence—including timely and accurate job postings, quality assurance, and timely and accurate fixes to system issues."

Just as important, Marcy says, is Hanu's role in helping Arbita develop and deploy cutting-edge solutions for the recruiting industry and in providing global customer support—a competitive advantage for Arbita.

"Hanu is a team of consummate professionals, thought leaders and subject matter experts," Marcy notes. "They are committed to total quality management and are always looking for ways to make us a better company through enhancement of our products and services.

"We consider them our close business partners and colleagues," she concludes.

About Arbita Since its founding in 1993, Arbita (formerly RecruitUSA) has been a source of innovation in the recruitment marketing industry. From the beginning, Arbita has recognized and leveraged the strategic potential of technology. Indeed, the company was the first to understand the implications of the web for recruiting, first to consider customers' needs during a period of great innovation and transformation, and first to create a new business model that addressed the pace of innovation and the needs of customers. Today, this Minneapolis-based company serves Fortune 1000 enterprises with a focus on inspired recruiting—reflecting the company's belief that recruiters can be powerful agents of change and that each key hire presents an opportunity to increase prosperity for the individual, add value for the employer and enrich the world as a whole. www.arbita.com

About Hanu Leveraging best-in-class people, processes, and technologies, Hanu provides high-quality, high-value software development and business process outsourcing services to independent software vendors (ISVs) and enterprises. Founded in 2002, Hanu is dedicated to developing effective outsourcing partnerships with clients in order to accelerate time to market, reduce operational cost and empower them to devote more time to their core business. www.hanusoftware.com

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