

Solution Provider Profile

Entelo

November 2018

Company Background

The Entelo logo, which consists of the word "entelo" in a lowercase, blue, italicized sans-serif font.

Company At-a-Glance	
Name of Product/Modules Offered	The Entelo Recruiting Automation Platform is comprised of four product modules: Entelo Search, Entelo Insights, Entelo Track and Entelo Envoy
Headquarters	San Francisco
Year Founded	2011
Number of Employees	100+
Market Focus	Mid-Market & Enterprise companies.
Key Industry Verticals	Industry agnostic, but strong focus on technology, financial services and healthcare verticals.
Geographic Coverage	North America, EMEA, APAC
Top Customers	Target, IBM, Caterpillar, Intel, HCA Healthcare, American Express, Genentech, Lyft, Netflix, NASA JPL, Northrop Grumman
Total Users (Cloud)	4,000+
Pricing range per user	Organizations charged per user, per year. Discounting available for multiple seats and/or multi-year deals.
Solution Name	Entelo Recruiting Automation Platform
Year product was originally launched	2011
Demo URL	https://www.entelo.com/get-demo-2
Website	www.entelo.com

Product Overview

Entelo builds AI and automation software to help modern recruiters identify, qualify and engage with top talent. Today, approximately 700 customers of all sizes and industries trust Entelo to provide their talent acquisition teams with higher candidate engagement, actionable insights and increased productivity. The leader in recruiting automation, Entelo helps organizations like Cisco, Genentech, Lyft, Netflix, NASA Jet Propulsion Laboratory, Northrop Grumman and Target build their teams.

Entelo has compiled the world's most comprehensive candidate database of nearly half a billion profiles aggregated across 50 distinct data sources, providing a consolidated view of candidates across all their online identities.

This rich candidate data set is the foundation of all Entelo applications, and is comprised of three distinct components:

- **Public Data** - Aggregated from across the open web to provide a single view of candidates.
- **Partner Data** - Licensed third-party data on candidates' backgrounds, company information, salary data, and more.
- **Proprietary Data** - Public data and partner data are available to anyone. Entelo's real differentiation is in our proprietary data. Based on this massive data set, Entelo can do deep analysis and data normalization (for example, normalizing titles or inferring skill sets) that isn't available anywhere else.

Based on this massive candidate database, Entelo applies cutting edge technologies, including artificial intelligence, deep learning, and predictive models to deliver AI-Powered Candidate Insights. Their data science team has analyzed millions of data points, trends, and behaviors, as well as the results of hundreds of thousands of candidate searches performed on their platform, to develop proprietary algorithms that both optimize and accelerate the recruiting process. Entelo then puts these insights at recruiters' fingertips — surfacing the candidates who have the best skills and experience for your open roles, as well as context on the candidate's situation, such as the likelihood to be open to new roles or diversity status, that enable recruiters to immediately hone in on best-fit candidates.

Solution Provider Profile Entelo



Entelo then harnesses these insights to drive Intelligent Candidate Engagement. Using the candidate's personal email address, Entelo allows you to personalize outbound communication using multi-touch email nurture campaigns, even optimizing messaging and timing to maximize your response rate.

Figure 1: Entelo Search

The screenshot displays the Entelo search interface. At the top, there is a navigation bar with the Entelo logo and menu items: Search, Envoy, Lists, Track, Reports, and a user profile for Johnny. Below the navigation bar is a search bar containing a complex query: `position:("Product Designer" OR "UI designer") design OR UI OR UX OR sketching OR prototyping OR wireframing OR "user-centered design" OR "interaction design" OR illustrator "user interface design"`. Below the search bar are several filter dropdowns: Default Location, Experience, Companies, Diversity, Exclusions, and Education, along with a Reset button.

On the left side, there is a summary section with the following statistics:

- NUMBER OF RESULTS: 359,095
- DIVERSE CANDIDATES: 204,560
- YEARS OF EXPERIENCE: A histogram showing a distribution of experience levels, with a range of 0 to 25 years.
- INDUSTRIES: A bar chart showing the distribution of candidates across various industries, with 'information technology and services' being the most prominent.
- SCHOOLS: A bar chart showing the distribution of candidates across various schools, with 'university of california, berkeley' being the most prominent.

The main results area shows three candidate profiles:

- Amelia Mendez**: Product Designer @ Circular Labs, San Jose - 8 Years Total Experience - Duke University. Skills: rapid prototyping, usability, web design, front-end. Metrics: Average job tenure is 10 months, Experience with companies of a different size.
- Robert Story**: User Experience Designer, San Francisco - 6 Years Total Experience - Northwestern University. Skills: Rapid Prototyping, HTML, Front End, Design. Metrics: Average job tenure is 18 months, 3 people from Formulart joined your team in the past 2 yrs.
- Sofia Barnes**: Software Quality Assurance Analyst, Oakland - 4 Years Total Experience - Stanford University. Skills: Rapid Prototyping, Visual, Front End, usability.

Source: Entelo

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Figure 2: Entelo Insights (Candidate Profile)

Jay Walker
Senior Product Designer @ Acme
San Francisco · 8 Years Total Experience · University of Kansas

in | | | | | Contact | Add to List | ...

rapid prototyping . . . | usability . . . | web design . . . | front-end . . .

LIKELY TO MOVE
• Significant turnover in the past year

COMPANY FIT
• 3 people from Acme joined your team in the past 2 yrs

HIGHLIGHTS
🌟 Github All Star ⚡ Likely to Engage 🔥 In High Demand

CAREER TRAJECTORY

ircular Labs id-level	Pied Piper Mid-level → Senior	Acme Senior 2015-2017
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Senior Product Designer at Acme, Inc
2 years 1 months · Senior-level

Acme, Inc
Financial Services • Series E • 120-160 Employees (+20% YoY)

crunchbase

Acme is a financial technology services company, offers installment loans to consumers at the point of sale.
[Report: Fintech Acme Receives Unicorn Status](#)
[Acme Confirms \\$200M Investment Round](#)

Crunchbase - Today
CNNMoney - Dec 18, 2017

EMPLOYER SCORE 90/100 COMPARABLY

Source: Entelo

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Figure 3: Entelo Track

MESSAGE SCORE 1 min. read

- Use a follow up**
Candidates reply up to 50% more when they receive follow up messages.
- Link to engaging content**
Make it easy for candidates to learn about you.
- Keep it casual**
Let them know you want a "short", "quick", or "brief" interaction.
- Add more compliments**
Candidates love compliments, especially words like "impressed," "impressive," or "great fit."

CONVERSATION STARTER

"How you doin'? Can't wait to see @WendyWilliams tonight!! #Wendy10" – Nicole
22 days ago

TEMPLATE Save SEND AS Ashley Kiolbasa

SUBJECT Interested in a new marketing role?

Hey (first-name),

ABC Corp is looking for an exceptional Senior Product Marketer to **dominate** their newest product. This could be a phenomenal opportunity for a **confident** and **empathetic** person like you to lead go-to-market efforts for exciting new product areas. We truly believe you are the **best man for the job**.

If this sounds interesting to you, let me know. My calendar is below if you want to meet.

Thanks!
Ashley

B I U

Non-inclusive language

Our data indicates that this phrase tends to attract more male candidates. Consider removing to attract a broader pool of job seekers.

best person for the job

[Ignore](#)

Today at 6:43pm (+5.7% Open Rate)

entelo
Search
Envoy
Lists
Track
Reports
Robin

Track Templates Settings

All Opened Clicked Replied Drafts Follow-ups Scheduled

Search all mail

	Recipient	Subject	Updated	Date sent
<input type="checkbox"/>	Samuel Chen	I'd love to chat with you about Entelo	OPENED CLICKED REPLIED	April 11
<input type="checkbox"/>	Anthony Kearny	Anthony, meet Entelo!	OPENED CLICKED REPLIED	April 12
<input type="checkbox"/>	Marina LeFlor	Marina, meet Entelo!	OPENED CLICKED REPLIED	April 19
<input type="checkbox"/>	Jackson Venetti	Jackson, meet Entelo!	OPENED CLICKED REPLIED	April 11
<input type="checkbox"/>	Tanya Devon	I'd love to chat with you about Entelo	OPENED CLICKED REPLIED	April 11
<input type="checkbox"/>	Katia Nobriga	Test Message	OPENED CLICKED REPLIED	Nov 30, 2016

Source: Entelo

Solution Provider Profile Entelo



Figure 4: Entelo Envoy

The screenshot displays the Entelo Envoy interface for a "Senior Backend Engineer" role. The interface includes a navigation bar with "Search", "Envoy", "Lists", "Track", "Reports", and a user profile for "Carley". Below the navigation bar, there are tabs for "Candidate Queue", "Candidate History", "Job Summary", and "Email Template". The main content area shows four candidate profiles, each with a profile picture, name, current role, location, and total experience. Each profile also includes a list of skills, a "LIKELY TO MOVE" score, and an "ENTELO FIT" score. The candidates are: Cyndi Lauper (Senior Software Engineer at Zillow, 9 years experience), Darron Howard (Senior Software Engineer at Devcon, 10 years experience), and Gabriel Arroyo (Senior Software Engineer at Google, 18 years experience). A "Live Help" button is visible in the bottom right corner.

Candidate Name	Current Role	Location	Total Experience	Skills	Likely to Move	Entelo Fit
Cyndi Lauper	Senior Software Engineer at Zillow	New York	9 Years	credit karma, sql, senior backend engineer, ruby on rails, google	Started in a new role less than 6 months ago.	Experience with companies of a different size.
Darron Howard	Senior Software Engineer at Devcon	San Francisco Bay	10 Years	credit karma, sql, ruby on rails, senior backend engineer, google	Has an average job tenure of 2+ years.	Experience with companies of a different size.
Gabriel Arroyo	Senior Software Engineer at Google	Greater Los Angeles	18 Years	google, sql, senior backend engineer, distributed computing, aws		

Source: Entelo

The Analysts' Perspective

Entelo is rapidly enhancing their Recruiting Automation Platform with new candidate profile insights, a new solution using Natural Language Processing, and by extending their candidate profiles to include new vertical insights for Healthcare and Financial Services. They also have new reporting features. Entelo has grown their database from 300 million candidate profiles in 2016 to about 500 million candidate profiles in 2018.

These are a few of the newer, compelling features in the Entelo platform:

- **Diversity Search and Insight:** Entelo enables recruiters to search for candidates based on their diverse backgrounds, gender, and diverse network affiliations. To reduce unconscious bias, candidate profile information can be anonymized to exclude such items as years of experience, photos, names, employment gaps, and graduation dates.

Entelo also provides Diverse Pipeline Reports. These reports give a complete breakdown of the candidate funnel based on gender and ethnicity that the organization has engaged with on the Entelo platform. This data is sorely needed by organizations to increase diversity. Based on Brandon Hall Group's 2017 Hiring Practices, Internal Mobility Survey only 16% of organizations are using the metric — percentage of diverse candidates — on a regular basis to measure the effectiveness of their hiring practices.

- **Healthcare and Financial Services Insights Added to Candidate Profiles:** Entelo now highlights Healthcare and Financial Services certifications, exams, credentials (FINRA, etc.), and years of experience to candidate profiles within these verticals. These are very helpful as the recruiter does not have to do any secondary searches outside of the Entelo platform to gather this important information.
- **Natural Language Processing:** Entelo uses their own robust data set from their platform to help recruiters craft messages to candidates. They provide recruiters

Solution Provider Profile

Entelo



with suggestions for inclusive language, the optimal time to send the message, and the optimal copy to engage candidates. An example of optimal copy would be to send relationship-building messages as opposed to job descriptions on the first email to a candidate.

Entelo provides recruiters and sourcers with the technology that enables them to prevail over some of the most difficult recruiting problems – increasing diversity, engaging candidates with compelling content delivered at the best time, and reducing the need for recruiters to search outside the platform to get candidate insights to expedite their next steps (screens and interviews).

The Entelo Recruiting Automation Platform should be strongly considered by any mid-size to enterprise organizations searching for technology, healthcare and financial service candidates. In addition to the industry-specific insights to candidate profiles and the robustness of this database, this platform is well-suited for these industries due to their significant need for compliance and security. Entelo has certifications for SOC 2 Type 2 compliance as well as GDPR Readiness certification.

-Daria Friedman, Principal Analyst Talent Acquisition

-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst

About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations and provides strategic insights for executives and practitioners responsible for growth and business results.

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- Assessment
- Survey

For more information, contact us at success@brandonhall.com.