

# **Solution Provider Profile Entelo**

November 2018

### Company Background



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:

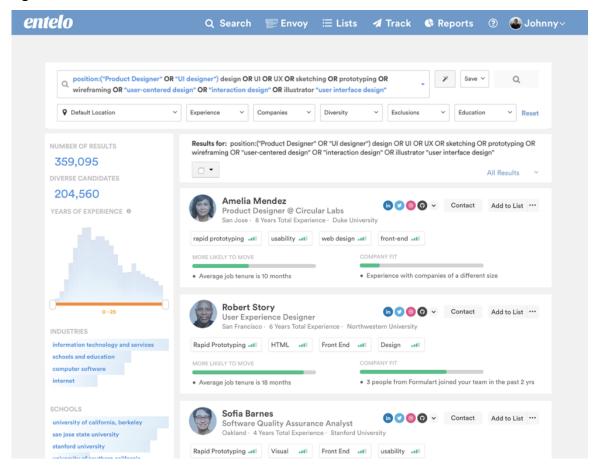
- Public Data Aggregated from across the open web to provide a single view of candidates.
- Partner Data Licensed third-party data on candidates' backgrounds, company information, salary data, and more.
- Proprietary Data Public data and partner data are available to anyone. Entelo's
  real differentiation 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 Al-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.



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





**Figure 2: Entelo Insights (Candidate Profile)** 

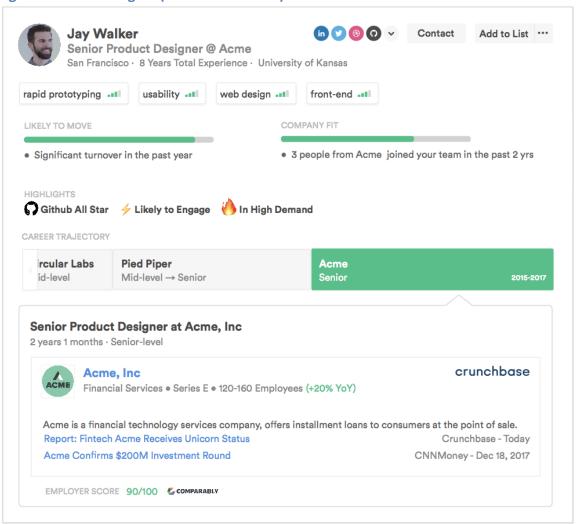




Figure 3: Entelo Track

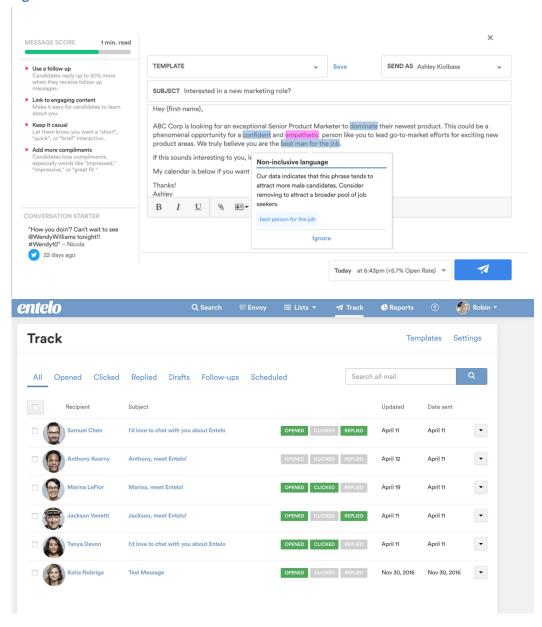
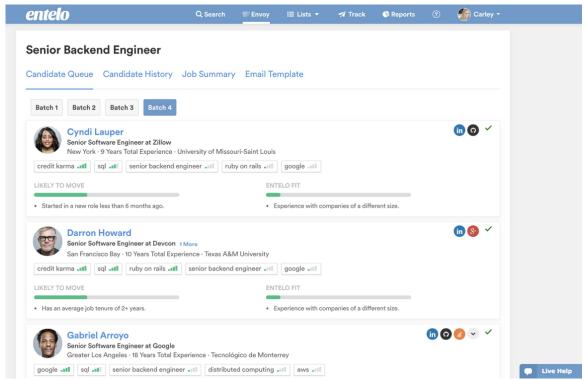




Figure 4: Entelo Envoy





### 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



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 midsize 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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- Systems Evaluation

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- Assessment
- Survey

For more information, contact us at <a href="mailto:success@brandonhall.com">success@brandonhall.com</a>.