

# HRSnap!™ White Paper

## ***Considering Building Your Own Online ATS? Consider This First.***

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### **Synopsis**

On occasion, we talk with organizations who have tried to build their own system for putting jobs online. From the start, the perception was that the project would save the company money to do it in house, but the reality is that the project was either much more expensive than originally believed, or simply did not provide the kind of tool that human resource leaders needed in order to streamline the hiring process, make better decisions about hires, reduce the time and cost to hire, and allow collaboration between HR and hiring managers.

### **Costs to Build Versus Buy**

HRSnap! is so affordable that you can *own* it for less than the cost to build an in-house recruiting management system and have it running within days, not weeks—and you don't have to wait week or months to get the recruiting management program you probably need right now.

### **Timeframe**

We know from building a recruiting management system that it would take months to build an in-house program with comparable functionality to HRSnap! Career Center. Just the analysis and planning took months—and that is with experienced human resource technologists and a human capital management business analyst with years of experience in defining HR technology projects.

### **Risk**

As part of a typical IT project, a risk analysis should always be conducted because problem areas should be identified as early as possible. Even with a complete risk analysis, many projects fail due to unforeseen issues and problems. Organizations with failed projects have a tendency to count the resulting failed project as a workable solution, leaving the human resources group with a crippled system that makes their work more difficult and worse yet: management overlooks the failure and refuses to fund an adequate replacement system.

### **High Failure Rate**

On average, most failed projects are terminated around 18 months past deadline. In addition, many studies peg a project's success rate at about 25%, about an equal number for failure, and half are simply "challenged". The highly respected Gartner Group says upwards of 60% of in house projects fail flat out by being abandoned before functionality is completed.

### **Quality**

Few IT groups have extensive experience in building new systems, and overlook or simply don't have the time to consider proper quality assurance. Testing gets pushed out to the user making for a difficult and frustrating result.

### **Costs to QA and Support**

Initial budgets for in house systems fail to take into consideration the quality assurance costs to ensure the product is properly working as intended. Support costs are also an issue, and IT groups fail to realize that building an in-house system means they've also taken on additional work as in-house support.

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### Limited Functionality

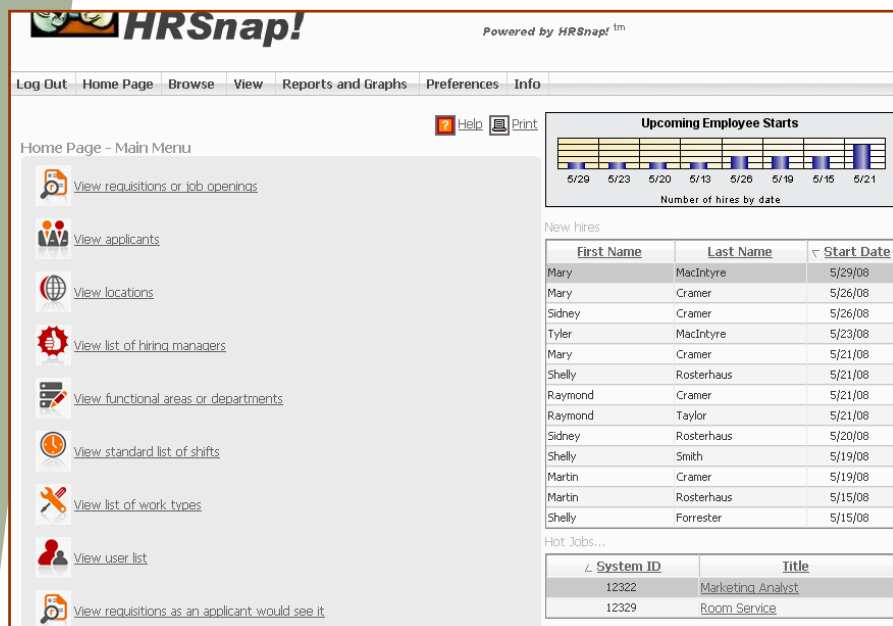
HR systems are among the most complex on the market because they deal with the wide range of the human experience. There is a lot of information used in managing the hiring process of a new employee. Here are some areas where in-house systems will likely fall short:

- Collaboration: Most hiring is not done with a single decision—most hiring requires the collaboration of other managers and employees. A true recruiting management system must be able to assist HR and other staff in sharing information, not simply storing it in a database.
- Organization: A recruiting management and applicant tracking system should help you organize information. If your online system consists of an application form that is simply mailed off, then you haven't solved your organization problem. Resumes and notes about interviews still pile up in your e-mail in box, or loose on your desk, or fall off of your monitor screen as the sticky note loses its "stick".
- Hard coded system data: User can't maintain standard lists of data like locations, departments, or note types.
- Interfaces to other systems: An HR system should provide some method of interfacing with other systems, whether XML, comma separated files, or other methods.
- Reports and graphs: In house systems fail to deliver basic reporting requirements. Information in is useless unless you can get information out in a format you can use.

### Often Built With Microsoft Tools That Don't Allow Mac and Unix Candidates to Apply

Most in-house development uses Microsoft products like .NET. Here's a little secret about using MS tools: they pretty much only work with Internet Explorer. But not HRSnap! We realize that not everyone uses Windows and IE. What if your applicant uses FireFox or Netscape? What if the candidate is a student on a Mac, using Safari or Opera, or an engineer

using Mozilla on a Unix or Linux system? HRSnap! works with virtually any web browser. That's a trick that most in-house developers don't think about.



First Name	Last Name	Start Date
Mary	MacIntyre	5/29/08
Mary	Cramer	5/26/08
Sidney	Cramer	5/26/08
Tyler	MacIntyre	5/23/08
Mary	Cramer	5/21/08
Shelly	Rosterhaus	5/21/08
Raymond	Cramer	5/21/08
Raymond	Taylor	5/21/08
Sidney	Rosterhaus	5/20/08
Shelly	Smith	5/19/08
Martin	Cramer	5/19/08
Martin	Rosterhaus	5/15/08
Shelly	Forrester	5/15/08

System ID	Title
12322	Marketing Analyst
12329	Room Service

### Room for Growth

Most projects don't consider growing the functionality of the system. What if you need additional functionality? Are your cost-estimates for an in-house system going to recognize this fact?

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### Expertise

Most IT groups do not have the human resource expertise to build a proper recruiting management system. It requires a unique combination of technology and HR expertise. You have to be able to define your HR needs in a way that makes sense technically. Many projects fail because the business process side of HR doesn't meet the technology side of in-house development.

### HRSnap! Career Center Can Still Be Customized By Your Organization

What if your firm's branding changes? HRSnap! uses CSS—cascading style sheets and XHTML to make the application look like your website. If your site changes, it's pretty easy for IT to get under the covers of HRSnap! and make changes to graphics and styles.

### Compare the Costs

Add up the costs to build your own *basic* recruiting management and applicant tracking system and you'll probably find the following (based on a fully cost-loaded technical staff member of at least \$50/hour):

Phase	Hours	Cost
Project management	40	\$2,000
Specification development, review, and process	40	\$2,000
Tool selection and architecture	30	\$1,500
Requirements document and review	50	\$2,500
System engineering	80	\$4,000
Review	30	\$1,500
Quality assurance	30	\$1,500
Documentation (if any)	40	\$2,000
Rollout	30	\$1,500
Support	100	\$5,000
<b>Total:</b>	<b>470</b>	<b>\$23,500</b>

### The Cost of HRSnap! Career Center

For a little more than half the cost of building an in-house recruiting management system, you can own a full featured, fully tested human resource tool that can pay for itself in just a few hires.

### 90 day Moneyback Guarantee.

HRSnap! is so affordable that you can *own* it for about half the cost of an in-house, do-it-yourself system.

### References:

1. King, A. (2003) **Why Projects Fail** Webreference.com, January 3, 2003, USA, <http://www.webreference.com/new/020103.html>
2. Stepanek, G. (2005) **Software Project Secrets: Why Software Projects Fail**, Apress, September 2005, USA. (Excerpt: <http://www.codeproject.com/KB/books/SoftwareProjectSecrets1.aspx>)

