

# Peopleclick Authoria Case Study: Motorola Expands their Candidate Network with Peopleclick Authoria

*Motorola connects its diversity initiatives and recruiting goals using Peopleclick Authoria*

## MOTOROLA at a Glance

INDUSTRY: Telecommunications

GOAL:  
Find a global talent acquisition provider and expand their compliance and diversity initiatives

THE SOLUTIONS:  
RMS and CAAMS®

SOLUTION DESCRIPTIONS:  
RMS is a web-based, enterprise-wide recruitment management system for salaried and hourly hiring that streamlines the work for recruiters and hiring managers by simplifying, automating and tracking the entire hiring process.

CAAMS® is a web-based, enterprise-level affirmative action software. It provides a true cost-effective, enterprise-wide solution for creating and managing OFCCP-compliant affirmative action plans (AAPs) including narratives, EEO-1, VETS-100/100A and a wide range of advanced compliance and diversity reports.

As a global communications leader, Motorola is focused on advancing the way the world connects. With operations in countries around the world, Motorola understands the need for their clients to be mobile with efficient phones, powerful wireless capabilities and advanced media devices. With over \$30.1 billion in revenue, their technologies, innovative communication solutions and services continue to expand each year.

### Business Challenge

Headquartered in Schaumburg, Illinois, Motorola is a powerhouse of global technology. As the company began to expand its operations internationally, the number of candidates applying for various positions within the company quickly increased; and in 2003, Motorola found itself in quite a predicament. The company was using a home-grown recruiting solution to manage their hiring practices. Their recruiting process included hundreds of Microsoft® Excel spreadsheets, an overflowing candidate database and a shortage of global capabilities. The absence of automation caused recruiters and hiring managers to spend extensive time filling positions, taking them away from more strategic job responsibilities. “At the time, we were looking for an automated talent acquisition system that was efficient, easy-to-use and could eliminate our manual processes,” added Tracy Cordova, Director of Staffing Operations at Motorola.

As the company began to make its global footprint more pronounced, Motorola realized an enterprise-wide talent acquisition solution was needed to tackle their recruiting issues. In addition, they also began to research providers that could help them create affirmative action plans and deliver a comprehensive diversity and compliance program within the organization.

As Motorola began to evaluate vendors, Peopleclick Authoria was the front-runner not only because of the Recruitment Management System’s (RMS) ability to enforce a standardized recruitment process for their global workforce, but because they also offered extensive affirmative action software and outsourcing services. The global configurability of RMS offers Motorola control and flexibility, giving each business entity within the organization the ability to best achieve their unique recruiting goals. In addition, the Workforce Compliance and Diversity Solutions would provide Motorola the ability to expand their diversity initiatives. Both of these solutions together would help Motorola align their recruiting strategies with their overall compliance goals.

### The Solutions

Motorola selected RMS to manage their job requisition process and CAAMS®, a web-based affirmative action and compliance solution, to streamline their affirmative action program; both solutions are key components of the Talent Acquisition suite.

With RMS, recruiters and HR managers within Motorola are now able to control the hiring workflow with ease and have the reassurance that each applicant, regardless of their location throughout the world, follows the same automated process. With over 150 recruiters and over 10,000 managers using RMS globally, Motorola is able to utilize the technology to capture unique data such as their source-of-hire and time-to-hire. In addition to these metrics, Motorola is able to combine the recruiting and hiring data from

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— Tracy Cordova  
*Director of Staffing Operations at Motorola*

the Business Intelligence Platform with information from Motorola’s own corporate data warehouse to produce a single, consolidated view into their analytics. The company then uses this actionable data to make better staffing decisions within all of their office locations throughout the world.

The CAAMS solution provides both hiring managers and HR staff with in-depth downloadable reports, making it easy for Debi Oliveria, Manager of HR Compliance for Motorola, and her team to manage their diversity plans. “We are extremely fortunate to partner with Peopleclick Authoria because our talent acquisition and diversity strategies literally go hand-in-hand,” added Debi. “It is so refreshing to have a solution that can be a leading provider for both our hiring and compliance initiatives, while supplying our hiring managers a more diverse pool of candidates.”

CAAMS, part of the Workforce Compliance and Diversity Solutions suite, simplifies affirmative action planning and provides Motorola the ability to be OFCCP-compliant ready, anytime. Debi said that CAAMS has helped Motorola further develop their affirmative action goals, measure their progress toward those goals and create a more diverse workforce.

CAAMS is helping Motorola fulfill their short and long-range affirmative action initiatives and now each hiring manager is accountable for their own diversity goals within their department. Debi said that it has been so easy to track their progress, disseminate the information to all involved parties and turn data from CAAMS reporting into true insight in such a short amount of time.

### **The Results**

Since partnering with Peopleclick Authoria, Motorola has been able to achieve multiple objectives utilizing RMS and CAAMS. In the past five and a half years, Motorola has moved 1 million candidates through RMS and brought onboard 40,500 of those candidates to the Motorola team. In addition, Peopleclick Authoria has allowed Motorola to expand their recruitment strategy globally. Its candidate portal has the ability to be translated into 20 different languages and its flexibility allows Motorola to adhere to local customs and preferences for their global office locations. Candidates applying for positions within Motorola can see postings in different languages, offering a unique, tailored candidate experience.

Because of the centralization CAAMS has brought them, Motorola has significantly reduced their affirmative action planning completion time by 50 percent. “The solution does all of the heavy-lifting for us and provides the data needed for us to be OFCCP audit-ready,” added Debi. “We are presented with any red-flags immediately, so we can take the necessary steps to resolve any issues in advance of an audit.”

In the beginning, Motorola partnered with Peopleclick Authoria to manage their talent acquisition process. Now, Motorola is able to accomplish multiple objectives using Peopleclick Authoria’s solutions including enhanced visibility into diversity goals and advanced recruitment management, both tied to

powerful reporting and analytics tools. The innovative communication company was also able to reach a million candidates in several countries around the globe, reduce their time-to-hire by 35 percent and create a more unified recruitment process for their hiring managers and HR team. “Our partnership with Peopleclick Authoria continues to grow, and their scalability continues to impress us,” said Tracy. “Peopleclick Authoria is one of the only providers in the marketplace that easily allows Motorola the ability to link our diversity objectives and affirmative action placement goals with our overall global recruiting initiatives.”

#### **About Peopleclick Authoria**

Peopleclick Authoria is transforming Talent Management through best-of-breed technology and expertise. With a deep focus on business intelligence and analytics, the company’s technology gives clients the actionable insight required to make strategic decisions that drive better business results. Nearly 60 percent of the Fortune 100 use Peopleclick Authoria Talent Acquisition, Talent Management and Workforce Compliance and Diversity solutions to manage salaried, hourly and contingent labor across their organization. These solutions manage the entire talent lifecycle from recruiting to onboarding and through the ongoing management of each individual’s career while helping organizations measure, analyze and empower their existing workforce. Both founded separately in 1997, the two human capital management companies joined together in 2010 to form Peopleclick Authoria. The Company’s solutions currently support more than 2,400 organizations ranging in size from large, global corporations to small and medium-sized businesses in more than 214 countries and territories.



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