

The Salesforce logo, featuring the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

The TargetRecruit logo, featuring a stylized blue 'T' with a white 'R' inside, followed by the word "TARGETRECRUIT" in blue uppercase letters.

TARGETRECRUIT

TargetRecruit and Salesforce

Standing on the Shoulders of Giants

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Introduction

As a staffing organization, your recruiting software is the foundation of your success. The platform you choose can make or break your business. And since your recruiting software is the foundation of your success, you want to make sure that software itself is built on a strong, solid foundation.

As far as foundations go, the most popular business platform in the world is a good place to start.

Why Salesforce?

When Salesforce was founded in 1999, no one could have predicted that it would be the business juggernaut it is today. But, from the very beginning, Salesforce was an innovator. As a matter of fact, Salesforce kickstarted the software-as-a-service model, creating a cloud-based CRM with no software to install or upgrade.

As the foundation of TargetRecruit, Salesforce doesn't just bring a reputation for innovation. It also delivers scalability, performance, security, features, culture, and sustainability. Let's break those down one by one.

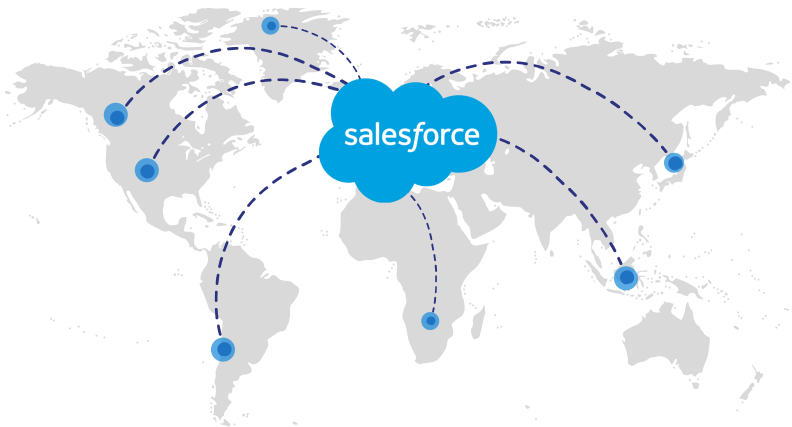
***Note: You do not need to be a Salesforce customer to use TargetRecruit.** Because the TargetRecruit platform comes with embedded Salesforce platform licenses, you can get all the benefits of Salesforce without an additional subscription. When you find additional Salesforce products you want to implement in your organization, you can simply add them to your TargetRecruit org.

Scalability

Salesforce is a powerful tool for managing data and users within your org. But when the number of users reaches hundreds of thousands, you need to accommodate the increased traffic and related data flow. You need to adjust your org to a new scale.

An org has good “scalability” when it performs effectively and remains stable regardless of the demands on it. This means it can handle changes, upgrades, overhauls, and resource reduction without freezing, crashing, or UI lags. In other words, scalability addresses the unique problems that stem from thousands using your org at once, all viewing, adding, and deleting data.

Salesforce has the capacity to scale to the largest of teams. The architecture behind the service was designed to handle millions of users. That’s why 90% of the Fortune 500 companies use Salesforce to manage their businesses.



Innovation

The capabilities and functionality of Salesforce is constantly expanding, and it adds new products on a regular basis.



15%

of Salesforce's \$30 billion in annual revenue, they plan to spend over

\$4.5 billion

in research and development to always stay on the cutting edge of business technology.

Salesforce releases three updates a year and as a TargetRecruit customer, you automatically receive these new features and enhancements.



Performance

Salesforce allows TargetRecruit to operate with industry-leading speed and functionality. When a job candidate applies for a position through a job board, you can engage with them instantly. Plus, the Salesforce user interface makes it easy and efficient to cherry pick your candidates from the candidate pool. Every aspect of the application can be configured to suit your specific needs while still retaining the ability to upgrade.

Salesforce Performance Features



AUTOMATIC FAILOVER

Automatically moves an application to a standby server during a failure or service event



99.9% UPTIME

In a given year, there will only be approximately 8 hours of planned and unplanned server downtime



CONSTANT LOAD MANAGEMENT

Constant Load Management Ensuring that server load isn't too high can mitigate the possibility of outages and downtime



BUSINESS CONTINUITY PLANNING

Outlines how a business will continue operating during an unplanned service interruption

Security

When it comes to protecting your data from web attacks, the safety and security of your database cannot be overstated. All apps built on Salesforce (including TargetRecruit) are subject to regular and rigorous security reviews.

In addition, Salesforce has a number of sophisticated security tools designed to provide the peace of mind you need to run your business.



Culture & Community

Salesforce's reputation for innovation doesn't just extend to its software platform. With an innovative learning program and collaborative community groups, Salesforce is shining a spotlight on the people that make businesses like yours successful.



TRAILHEAD

Trailhead is a free learning management program that gives users the opportunity to learn in-demand skills and earn globally recognized credentials from **over 1,300 available modules** to advance their careers completely for free.



Trailblazer COMMUNITY

Trailblazer Community features **over 11 million people from 90 different countries**, allowing users to meet, collaborate with, and see help from experts all over the world.

Sustainability

Salesforce is dedicated to more than just the sustainability and success of its clients' businesses — they're also dedicated to the sustainability of our environment. With its Net Zero Cloud app and its own Net Zero policies, Salesforce is leading by example in the effort to reduce our impact on our environment.



With the **Net Zero Cloud** app from Salesforce, you can reduce costs, monitor energy consumption, and cut emissions for your business at the same time.

Conclusion

When you want a strong foundation for your staffing organization, you need software that's built on the strongest foundation in the industry. Built on Salesforce, TargetRecruit is the most versatile, most intuitive, and most accessible recruiting software on the market.

Visit targetrecruit.com to learn more about what TargetRecruit can do for your organization.

salesforce

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Enterprise Software for Staffing & Recruiting Firms

Built on Salesforce

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