

## Case Study Acendre



### Summary

Yellowfin delivers to Acendre an advanced business intelligence portal that provides them with a unique advantage in a highly competitive e-Recruitment industry, and creates a significant new revenue stream.

Acendre is a leading HR software provider that offers innovative tools for sourcing, recruiting, scheduling, searching and managing new talent.

The Yellowfin solution allows Acendre to deliver real-time online analysis of recruitment programs to their customers and eliminates manual reporting processes.

### Company

Acendre continues to be one of Australia's fastest growing companies. They have been recognised as an innovative market leader for providing tools for source, recruit, schedule, search and manage talent.

Acendre has over 60% market share of the e-Recruit market for the Australian public sector, encompassing all levels of Government, Utilities and other non-corporates and currently holds 95% market share of the Australian Federal Government e-Recruitment market.

Acendre works with one third of the total corporate e-Recruitment market and has over 30,000 users across Australia, New Zealand, Europe, Asia and America utilising their HR software.

### Challenge

Acendre developed their solution with initial basic reporting but as their business grew and the complexity of their client needs increased the demand for a more comprehensive reporting solution increased.

Acendre is a SAAS application with I-RAP security accreditation (The highest IT security accreditation achievable by an IT service provider for Commonwealth Government Departments and Agencies).

It was critical that any reporting solution conform to these security requirements.

Yellowfin needed to work within the existing application and database infrastructure to deliver end-user reporting to their clients. To minimise the administrative overhead Yellowfin had to maximise the reuse of reporting content even though their clients had a highly configurable application which allowed them to add new database fields on the fly.



## Solution

The Yellowfin team worked closely with Acendre to integrate Yellowfin's business intelligence solution to their Natural Talent application. With Yellowfin's out of the box security infrastructure Acendre continued to meet its I-RAP security accreditation requirements.

In order to provide a comprehensive business intelligence solution for Acendre, Yellowfin built in a range of standard reports that could be shared across multiple customers and implemented a process for automatic Metadata management.

Whereas, most business intelligence solutions require manual IT development, the Yellowfin BI solution implemented for Acendre allows users to customise the data fields that they require. These are automatically added into the Yellowfin layer for real-time reporting.

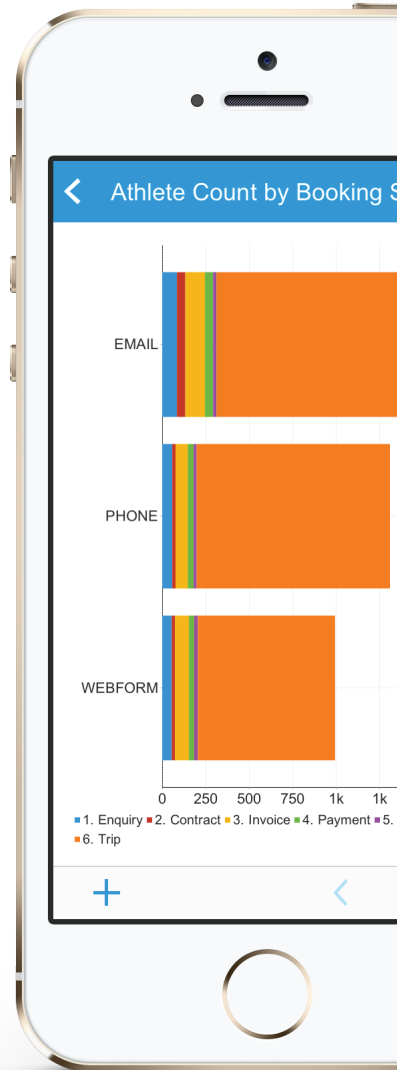
In bringing the Acendre solution to market, Yellowfin worked closely with their sales and professional services team, to provide skills necessary to rapidly sell and support the Yellowfin BI solution.

## Results

Prior to working with Yellowfin and implementing a business intelligence solution, Acendre was struggling to meet the reporting needs of their clients. They were unable to respond rapidly to new requests as each new custom reporting requirement need to be hand coded and managed as a patch release to their core application.

With the introduction of Yellowfin, Acendre now offers their corporate and government clients access to a market leading business intelligence solution that enables them to quickly and easily manage critical talent management data and reports without the need for IT development.

Today, Acendre are well placed in the market by providing a BI solution that is cost and time efficient, and best of all provides an additional revenue stream for their business.



**“Yellowfin has provided us not only with an outstanding Business Intelligence application, but also exceptional support and assistance to help us bring our BI module to market”**

**Mike Giuffrida**  
Acendre

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