

Quickly Find and Hire the Hidden Gems

How Armorblox has applied Findem technology to efficiently source quality talent they would otherwise never have found

THE CHALLENGE

Armorblox is a cyber security leader based in Sunnyvale, CA, and known for developing the world's first natural language understanding (NLU) platform to help prevent cyber-attacks. With such a cutting-edge and highly technical mission, they require a steady stream of specialized software engineering talent and data management experts. As the company braced to double in size in 2020, Armorblox decided to develop a modern recruiting operation in-house to support that growth and its projections.

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I've never before seen a product that does everything Findem does. I have an agency background yet I didn't even know something like Findem existed. This is a game changer.

LAURA FELDMAN
TECHNICAL RECRUITER, ARMORBLOX

- ✓ Increased the efficiency of hiring, making the first hire in just 3 weeks
- ✓ Scaled up in-house sourcing capability
- ✓ Automated personalized outreach
- ✓ Uncovered hidden talent to support company growth
- ✓ Adopted best practices which have enriched the candidates' experience with the company

Time consuming and decentralized

As the company grew, so too, did the amount of work to get done – putting pressure on various departments to hire. Despite their resourcefulness with traditional tools like LinkedIn and GitHub, the approach was manual and siloed. Significant time was spent hunting for or deriving personal email addresses for the candidates. Still more time was spent writing outreach messages. After all of that effort, Armorblox didn't have a comprehensive way of tracking the receipt and performance of its messages.

An unscalable process

Armorblox had been responding to their hyper-growth with only a small in-house recruiting team. Lacking a dedicated in-house sourcing capability, the team would consult with each department on the requirements for open roles, use traditional sourcing tools, and then tap their own professional networks to locate viable candidates.

Unable to reach hidden talent

The company suspected there were pools of high quality, well-matched candidates out of reach of the usual methods they had been using. In order to achieve their hiring goals and develop a modern recruiting operation, Armorblox knew it was time to leverage the efficiencies of artificial intelligence and automated sourcing.

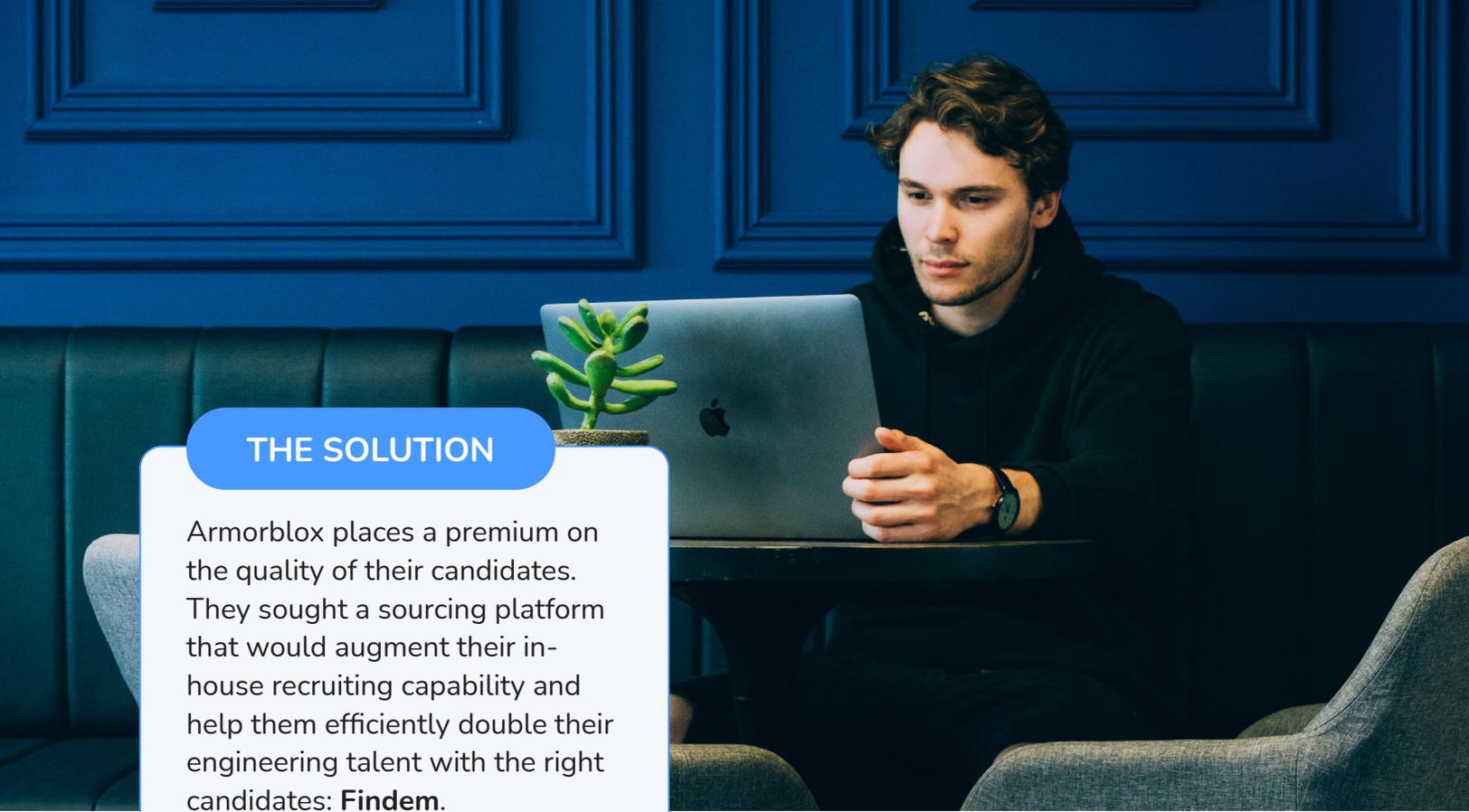


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Findem solves every recruiter's pain points. It automatically handles the three most time-consuming aspects of sourcing: finding candidates, finding their email addresses, and sending personalized campaigns. It's a huge time saver.

Perhaps the greatest benefit of Findem is that it uncovers hidden talent that I would never have the bandwidth to find on my own. I would definitely recommend Findem for any recruiting team.

LAURA FELDMAN
TECHNICAL RECRUITER, ARMORBLOX



THE SOLUTION

Armorblox places a premium on the quality of their candidates. They sought a sourcing platform that would augment their in-house recruiting capability and help them efficiently double their engineering talent with the right candidates: **Findem**.

✓ Access to a wider pool of candidates

With Findem, Armorblox is able to cast a much wider net in their sourcing efforts. Findem draws from the widest range of public sources of information pertaining to people, employment and companies to deliver a multi-dimensional collection of candidates. By using Findem, Armorblox has access to over 700M candidate profiles across all people data. Additionally, Armorblox has found the candidate profiles that are retrieved by Findem are more comprehensive than what traditional tools provide, and the candidates retrieved by the system have been solid matches.

✓ Finely tuned candidate searching

Armorblox can simply rely on Findem's pre-set filters to immediately receive matching candidates based on the attributes they are seeking. Alternatively, Findem empowers the team to search across its wider pool of

candidates based on specific skills and 'nice-to-have' attributes that are not searchable in traditional employment websites. For example, a LinkedIn profile might not list every coding language an engineer has used over the course of their career, but Findem aggregates attributes across all public sources to deliver that comprehensive detail on each candidate. Findem's attribute-based search is fully customizable to the traits that matter to Armorblox and each hiring manager, such as a cybersecurity background, B2B startup experience, and even the stage of the start up at the time the candidate worked there.

✓ Personal email addresses

Research has shown that candidates are much more responsive to messages sent to their personal email addresses, although those are often quite difficult to find. Findem scans all public data sources and aggregates all relevant



information about the matching candidates, including their personal email addresses. This automated feature has saved Armorblox significant amounts of time.

✓ Automated, personalized campaigns

One of the primary goals of the Armorblox team was to develop a recruiting process that generated quality candidates on 'auto pilot,' enabling their in-house recruiter to focus on speaking with candidates and executing the company's talent strategy. Findem's campaign functionality is one aspect of that automated process. Findem enables the team to set up a series of sequential follow-up and nurture messages and rest assured that each email will be sent to matching candidates according to the custom schedule. Since Findem never tires, the volume of outbound emails that can be sent during a hiring cycle is limitless. Authenticity is important to the company, so the quality of Findem's email personalization has ensured messages do not seem robotic or ill timed – which helps to make a good impression

on candidates. Armorblox candidates have reported how positive and seamless the whole recruiting experience was, and Armorblox says that the experience is like having a team of dedicated (human) sourcers.

Findem's automated campaign tool effectively engages candidates and helps to whittle down the shortlist to those who are truly interested and best matched to the position. Now, recruiters can limit their valuable phone-outreach time to only the highest quality candidates.

✓ Outreach performance and tracking

With Findem, the Armorblox team gains a real-time view into the health of their recruiting pipeline and the effectiveness of their automated outreach efforts. Performance reports display helpful information like a campaign's open rates and clickthrough rates, which helps the team decide whether to expand an existing campaign with additional messages. Findem displays performance data across all campaigns, providing a quick overview of the health of the recruiting operation.

Their first Findem hire: made in just 3 weeks from start to finish

With Findem, Armorblox simultaneously simplified their recruiting process and sourced talent they never would have found using traditional sourcing methods.

Findem provides a straight-forward onboarding process, and the team found Findem to be very easy to adopt. Armorblox has also appreciated the responsiveness of Findem's customer support team.

Within 3 weeks of adopting the automated sourcing platform, Armorblox made their first hire using Findem. The hired candidate

wasn't familiar with Armorblox and due to their location, background, and the fact that their profile didn't indicate the candidate was actively looking, Armorblox never would have seen their profile without Findem. Findem not only uncovered a hidden gem in the talent pool, but it kept the process moving forward at a brisk pace so the candidate was hired within 3 weeks of Findem's initial outreach. The hiring manager for this role has raved about the quality of the match, and the candidate is "over the moon" about this new opportunity at Armorblox.