

Avature CRM

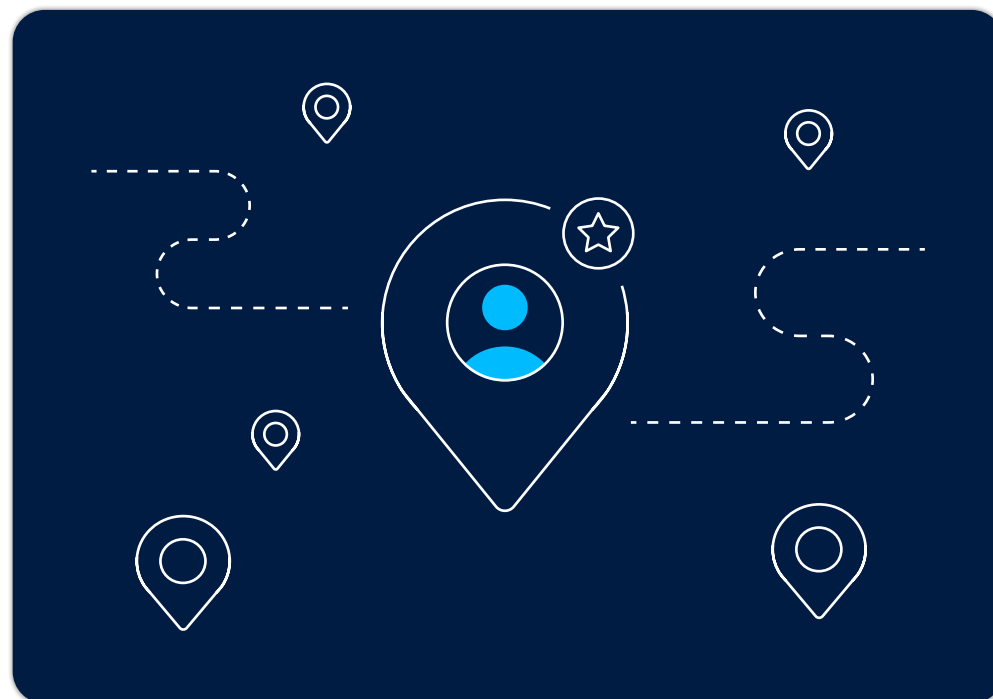
The #1 Solution for Global Sourcing, Recruitment Marketing and Candidate Engagement

Avature CRM goes beyond sourcing – it's where meaningful relationships with future employees are built. This is why Avature is the only comprehensive AI-powered recruiting CRM that empowers talent acquisition teams to attract, engage and nurture talent ahead of business demand and at scale. Sitting on top of your ATS, Avature CRM enables you to deliver standout stakeholder experiences that drive a competitive advantage.

With AI seamlessly embedded across the platform to enhance sourcing and outreach, recruiters can reduce time and effort spent on manual tasks while gaining actionable insights to improve decision-making. By helping personalize engagement at scale and bolster talent pipelines, Avature CRM ensures recruiters can connect with the right candidates at the right time.

With Avature CRM, you can tackle the key milestones of talent acquisition more effectively – building a stronger, more agile recruitment strategy. From sourcing to screening to communication and interview management, Avature CRM streamlines multiple stages of the sourcing and engagement process, helping you:

- Reduce time-to-fill.
- Lower advertising spend and search costs.
- Enhance recruiter productivity.
- Deliver standout candidate experiences.
- Improve strategic alignment with hiring managers.
- Strengthen your employer brand.



Key Attributes

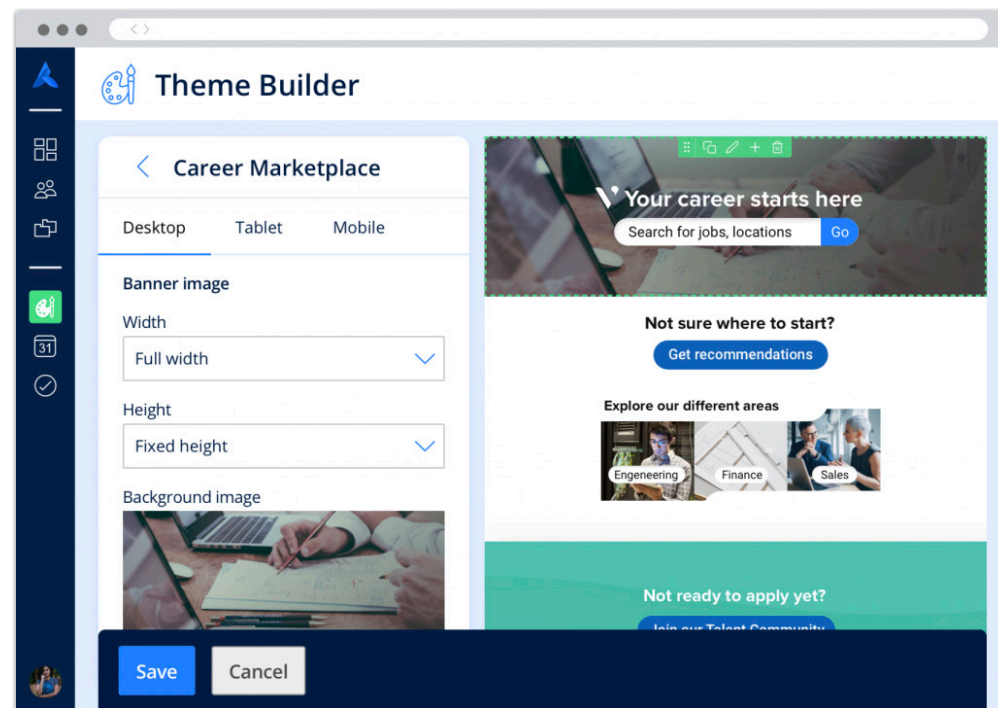
Your CRM, Your Rules: Unmatched Configurability

Unlike most CRM solutions, Avature gives you full control over the design of your workflows and data model. This means that the solution can be configured to support your unique recruiting initiatives based on region, job type or department and that it can be optimized over time to meet your changing needs. This enables a high-touch, transparent candidate experience at scale.

Let Automation Handle the Busywork

Automate any number of tasks in your recruiting process, from keeping candidates engaged to coordinating complex interview schedules to screening and collecting feedback from hiring managers. By reducing the number of manual, time-consuming tasks, recruiters can redirect their time and focus to what matters most: partnering with the business to refine their hiring strategies for better outcomes and building relationships with business-critical talent.

Avature's configurability and robust workflow engine combine to bring your unique vision to life while giving you the flexibility to adapt and remain competitive as your needs change.



Sourcing Reimagined

Accelerate Talent Discovery With a Powerful Integration

Avature's industry-first **LinkedIn CRM Connect integration** lets sourcers access consistent, real-time candidate data across Avature CRM and LinkedIn Recruiter. Boost collaboration and enhance efficiency while delivering a seamless, high-touch candidate experience.

Create Landing Pages That Capture Candidates' Information

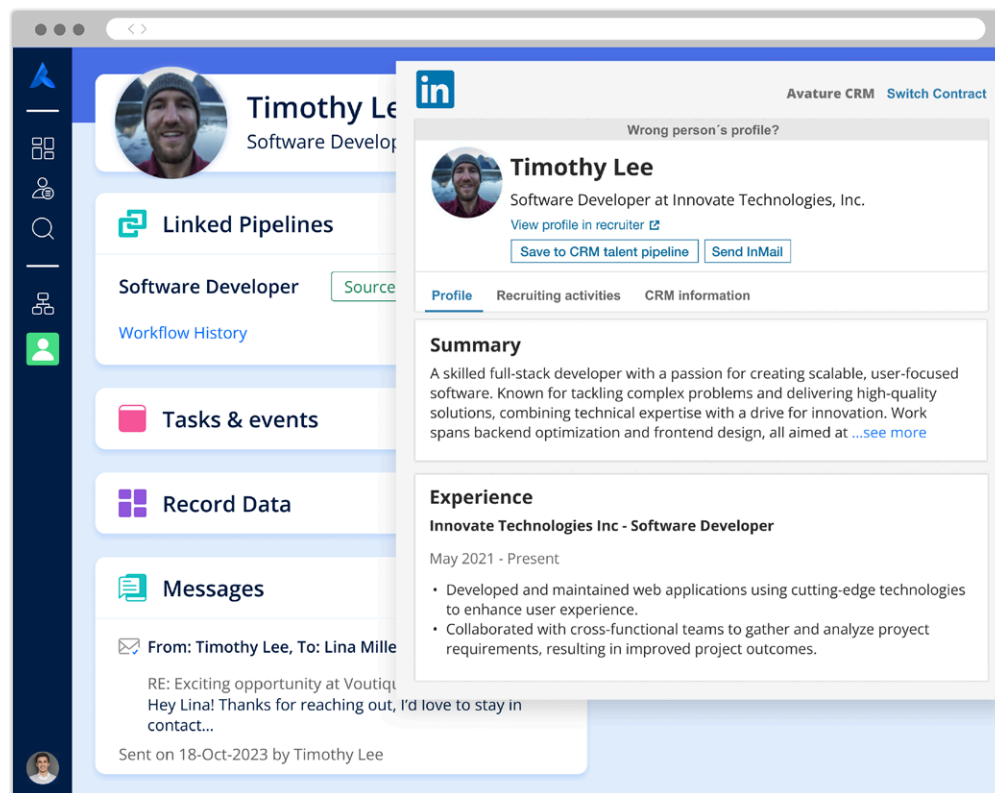
With our intuitive CMS toolkit, you don't need coding skills to build landing pages that promote distinct recruiting initiatives, showcase your employer brand and capture candidates' information. Tailor your messages with speed and ease based on the audience, such as veterans, students or executives, to deliver a high-touch experience that maximizes engagement and conversion.

Tap Into Dozens of Job Boards

Stay ahead of the competition by scheduling automatic searches to identify and engage critical talent as soon as their resumes are posted online. With Avature WebSources, you can simultaneously generate and import leads from dozens of sites, such as CareerBuilder, Monster and Indeed and automatically place them in communication workflows.

Import Candidates on the Fly

Add candidate data sourced from career fairs or resumes received via email to your pipelines quickly and securely. Avature offers multiple import options, including a browser extension and simple drag-and-drop options.



Sourcing Reimagined

From Black Hole to Diamond Mine With AI-Driven Search

Maximize the value of your existing talent database and save hours of time and manual effort with Avature's AI-powered **Candidate Recommendations**. Fully explainable, Avature's matching not only uncovers top talent with relevant skills or experience — such as silver medalists and prior applicants, plus leads from events, agencies, referrals, alumni or internal mobility programs — but also allows recruiters to understand the reasoning behind each match and make more confident, data-driven decisions.

Available when conducting searches in your system and when using WebSources, **Advanced Search** provides semantic suggestions to expand search results, helping uncover skilled talent and keep up with evolving job titles. Recruiters can refine searches using filters for tags, skills, location, workflow status and more – helping them find the perfect match for every role.

The screenshot displays the Avature CRM interface for a candidate recommendation. The main content area shows a table of recommendations for the role of Sr. Marketing Specialist. The table includes columns for Full name & picture, Position Title, and Score. The recommendations are as follows:

Full name & picture	Position Title	Score
Heller, Sofia	Marketing Specialist	89%
Hess, Hermann	Account Planner	87%
Harrison, William	Sr. Marketing Manager	87%
Williams, Victoria	Marketing Events Manager	80%
Jones, Charles	Sr. Marketing Specialist	72%

The right-hand panel shows the Score Breakdown for the selected candidate, Charles Jones. It includes a score of 72% and a job title analysis: exact match for Sr. Marketing Specialist. It also lists skills with exact match (Content Marketing, Marketing Analysis) and skills with partial match (Digital Marketing, Social Media Management). Missing skills include Business Analytics.

Next-Level Engagement and Recruitment Marketing

Build Relationships With Engagement Workflows

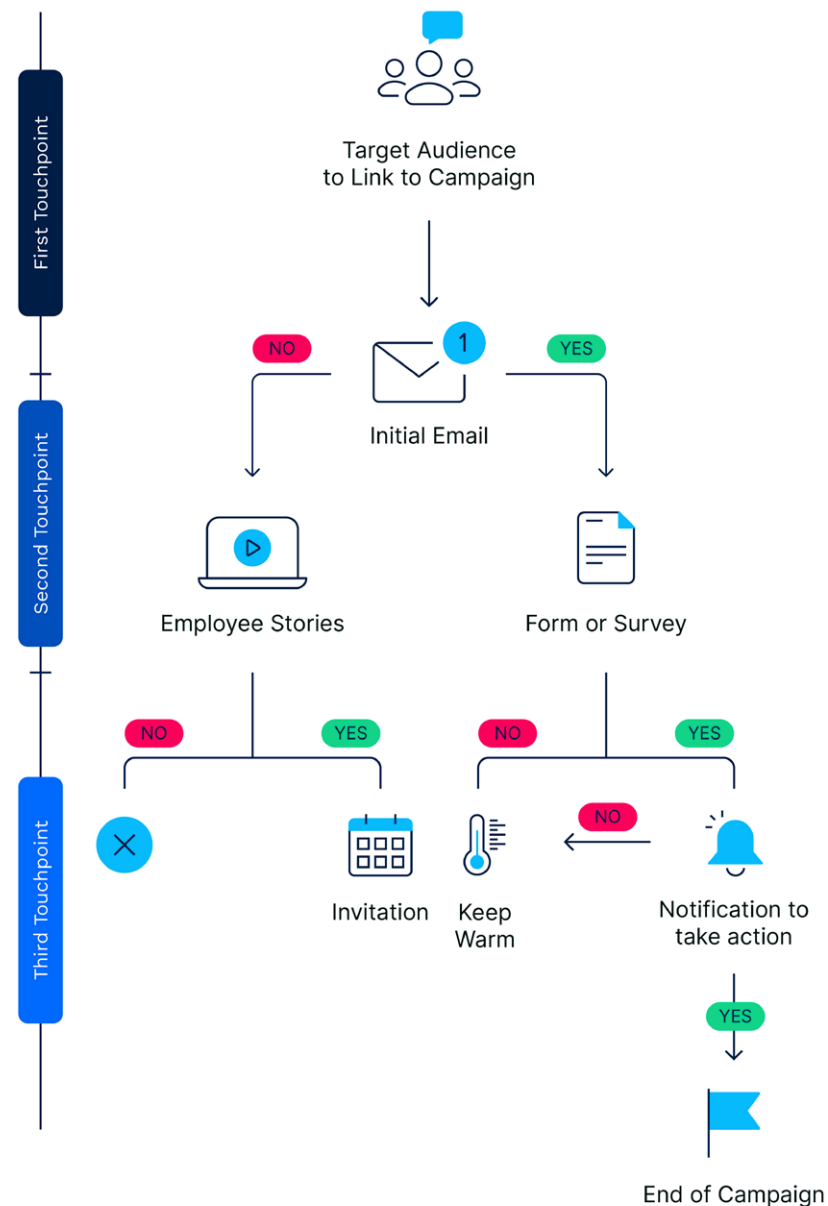
Easily activate a multichannel approach that promotes your employer brand and nurtures candidates until the time is right. Smart automation allows you to quickly design and build campaigns that resonate with your target audience.

Nurture Relationships With Automated Drip Campaigns

Build personalized, behavior-based drip campaigns to engage candidates via their channel of choice, including email, SMS, WhatsApp and WeChat. Depending on how the candidate interacted with previous communications, you can configure specific reminders or retargeting emails that stem from your candidates' actions in an effort to drive them down the funnel.

Craft Emails That Convert

Avature lets you build, share, reuse and manage a library of fully branded and customizable email templates. With the Email Theme Builder, you can create unique themes for different audience segments, campaigns, events or any initiative you have in mind through an intuitive UI that requires no coding skills. Match these with design elements across all other touchpoints to deliver a consistent experience for candidates.

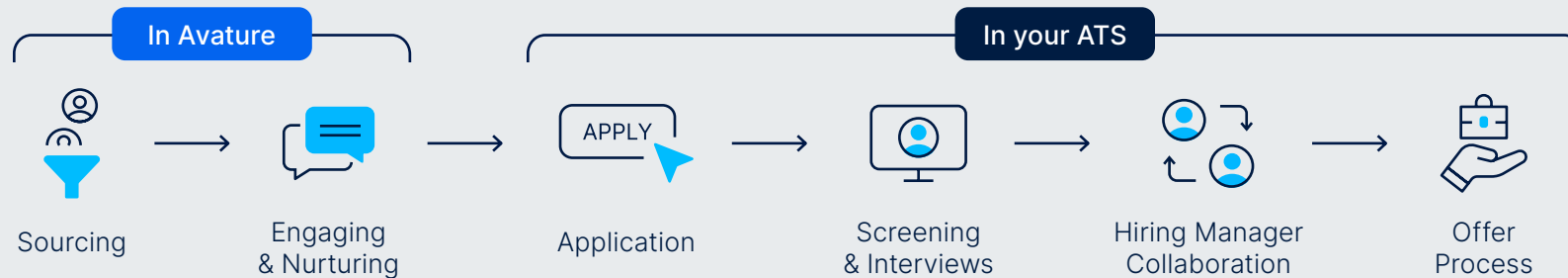


Elevate Every Step of the Candidate Journey With Avature CRM

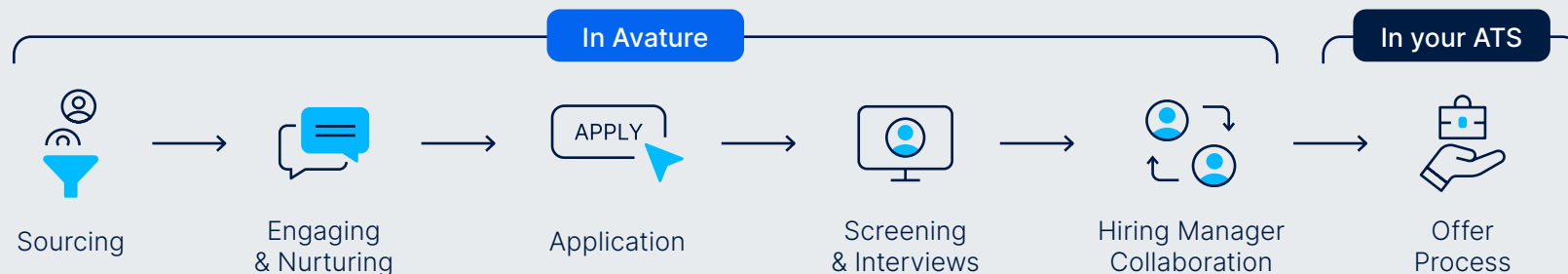
Avature can enhance your existing ATS to deliver an outstanding, personalized candidate experience – right up to the offer stage – while ensuring the candidate's journey stays fully updated in both systems.

Besides our highly configurable supplier-neutral integrations, we have standard pre-designed integrations with some of the most commonly used ATS solutions in the market, including Workday and SuccessFactors.

Traditional Avature CRM + 3rd party ATS integration:



Enhanced Avature CRM + 3rd party ATS integration:



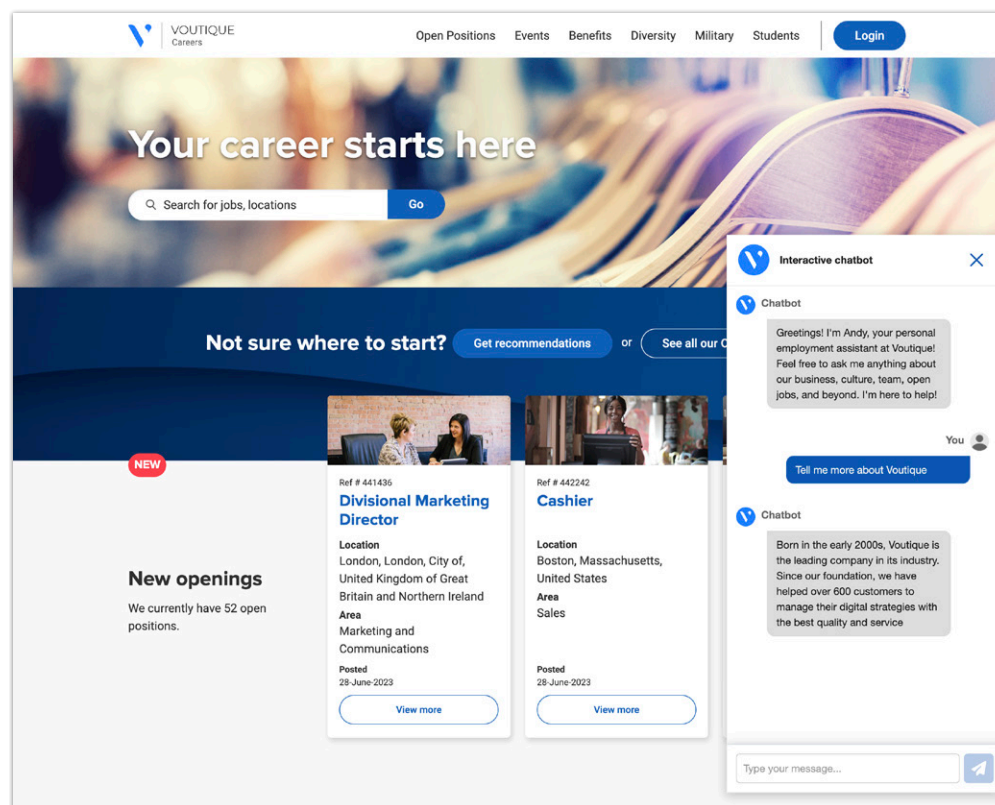
Captivate Top Talent With Cutting-Edge Career Sites

ADD-ON

In today's fiercely competitive landscape, attracting the most skilled talent has never been harder. Leading brands choose Avature career sites to elevate their employer brands and craft standout candidate experiences that drive conversions:

- **Unlimited design flexibility:** Build career sites that align with the look and feel of your corporate website.
- **Total control:** Update content and add pages as your needs evolve using our intuitive CMS toolkit.
- **Tailored experiences:** Customize application processes for distinct roles and audiences.
- **Streamlined applications:** Ensure a streamlined application process integrated with social profiles.
- **Advanced personalization:** Leverage machine learning to deliver relevant content tailored to visitors.
- **Easier job search:** Automatically suggest related open jobs while candidates type, or offer AI-powered job recommendations based on their interests, search history, resumes or past applications.
- **Conversational engagement:** Boost conversions with Avature Chatbot, leveraging semantic AI to answer FAQs and assist with job searches.

- **Comprehensive candidate profiles:** Enable candidates to build profiles and manage their applications and data with ease. Facilitate skills completion by automatically suggesting relevant skills.



Streamline Screening With AI

ADD-ON

Screening can overwhelm recruiters, even more so as applicant volumes grow. Boost your recruiters' productivity with built-in AI features such as:

- **Applicant ranking**, which automatically orders all applicants linked to a job based on how closely they match the requirements, helping recruiters focus on the most relevant profiles first.
- **Job recommendations**, which shows a list of relevant jobs a candidate could be proactively linked to.
- **Similar People**, that identifies other candidates with similar skills and work experience.
- **Similar Jobs**, that offers insights into historical data to support more informed decisions.

These configurable features enable your team to fine-tune algorithm parameters such as job title or skills and their relative weight to ensure results align with each specific use case. At the same time, recruiters gain visibility into how matches are made, with clear breakdowns of the factors influencing each score to ensure both precision and trust in the process.

In addition to AI-powered capabilities, weighted or knock-out questions help you quickly identify qualified candidates, with the system handling subsequent actions automatically – making it easy to manage applicants at scale without compromising on detail.



Save Time With Intelligent Interview Scheduling

ADD-ON

Avature takes the hassle out of one of the most time-consuming recruiter tasks: interview scheduling. Effortlessly coordinate multiple interview stages and formats at scale with the power of intelligent automation.

Avature's Auto Scheduler asks each stakeholder to input their availability sequentially or in parallel. Once the information of all participants has been collected, the system can automatically find a matching time.

Avature is fully integrated with Microsoft EWS, Microsoft Office 365 and Google calendars, as well as with Zoom and Microsoft Teams to eliminate the need to switch back and forth between different platforms when coordinating interviews.

The screenshot displays the 'Interview Scheduling' interface. At the top, there's a header with the Avature logo, 'INTERVIEW SCHEDULING', a 'Calendar' link, and a user profile for 'Edward Miller'. Below this is a dark blue banner with the Avature logo and the text 'Availability request'. The main content area says 'Please select your availability for a Hiring Manager interview.' and features a calendar grid for the week of July 8th to 11th. The grid shows time slots from 8:00 AM to 12:00 PM. Availability is indicated by teal-colored cells: 9:00 AM and 10:00 AM on Tuesday (JUL 9TH TUE), and 12:00 PM on Monday (JUL 8TH MON). At the bottom of the grid are two buttons: 'Send' and 'I'm not available'. To the right, a mobile phone preview shows an email notification from 'Voutique Talent' to 'Edward Miller'. The email body includes the Avature logo, the text 'Today's talent, tomorrow success', a greeting 'Hi Edward,', a message about scheduling the interview, a link to 'Schedule your interview', and a signature from the 'Talent Acquisition Leader' at 'VOUTIQUE'.

	JUL 8TH MON	JUL 9TH TUE	JUL 10TH WED	JUL 11TH THU
8:00 AM				
9:00 AM		Available		
10:00 AM		Available		
11:00 AM				
12:00 PM	Available			

Send **I'm not available**

Mobile Preview:

From: Voutique Talent
To: Edward Miller

Today's talent, tomorrow success

Hi Edward,

We would like to schedule the interview with the Hiring Manager. Please click below to choose an interview.

[Schedule your interview](#)

Best,

Talent Acquisition Leader

VOUTIQUE

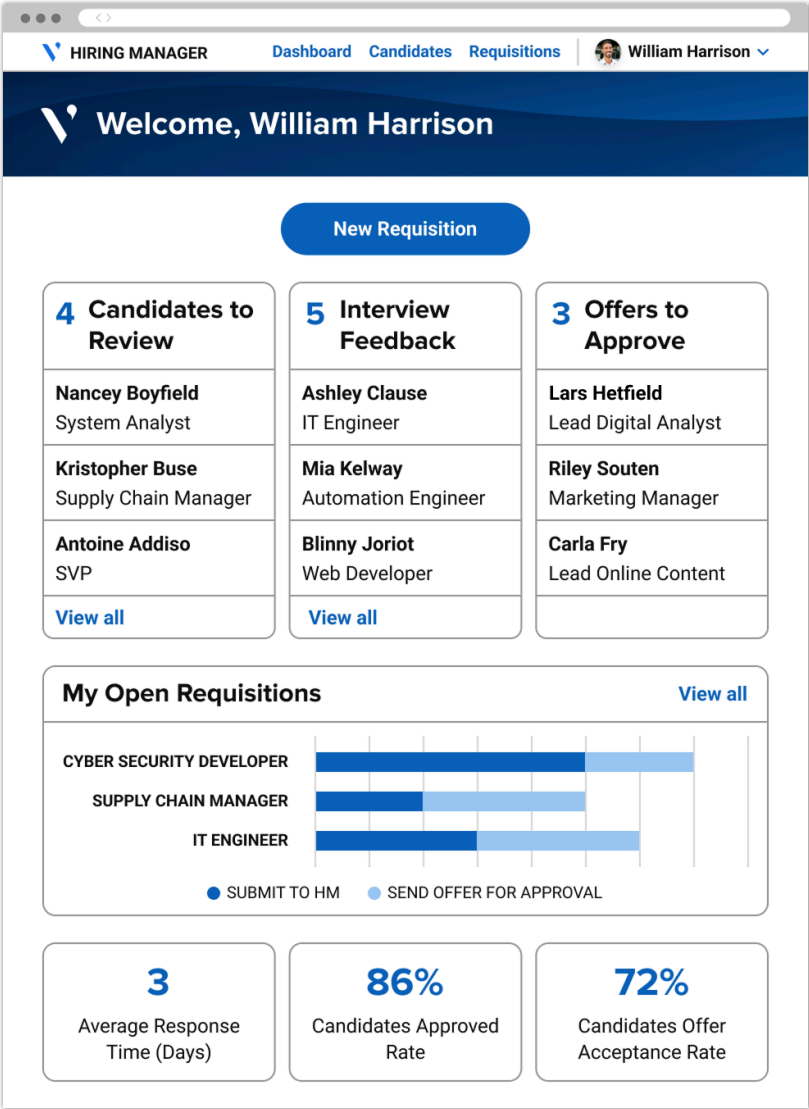
Transform Collaboration and Service Delivery Across Stakeholders

ADD-ON

Recruiting is a team effort, and hiring managers play a crucial role in moving the process forward. The **Avature Hiring Manager Portal** facilitates seamless collaboration between recruiters and hiring managers by centralizing key recruitment data and processes in a customizable portal and mobile app.

With an intuitive interface requiring no training, hiring managers can easily review candidates, provide feedback and approve job requests or offers — whether in the office or on the go. For recruiters, this means faster response times, fewer bottlenecks and a more efficient hiring process.

Avature also offers bespoke dashboards for HR executives, providing them with an overview of key recruitment metrics a to easily monitor program performance.



Dashboards and Reports for Enhanced Decision-Making

Slice and dice talent pools and pipelines based on a combination of landing page metrics and response rates from email campaigns and social media postings for a real understanding of your recruitment marketing impact and your pipeline's health.

Reports may be combined to create dashboards that can be displayed in any portal or within the application to deliver relevant, actionable information based on user roles. They can also be exported and shared with other stakeholders to enhance team collaboration and transparency.

Avature CRM built-in reports include:

- Landing pages metrics
- Job boards usage metrics
- Source analysis
- Pipeline activity
- Sourcer productivity
- Email marketing metrics
- Conversion funnel and pipeline health
- Candidates by status
- WebSources reports

In addition, Avature Reporting Framework allows you to create multiple custom reports that can be filtered by and display any data available in your solution, including simple and complex calculations for advanced analytics. They can be present as number indicators, pie indicators, tables, funnels, gauges, pies, lines, bars, bubbles, maps and area charts - simple, grouped or stacked.



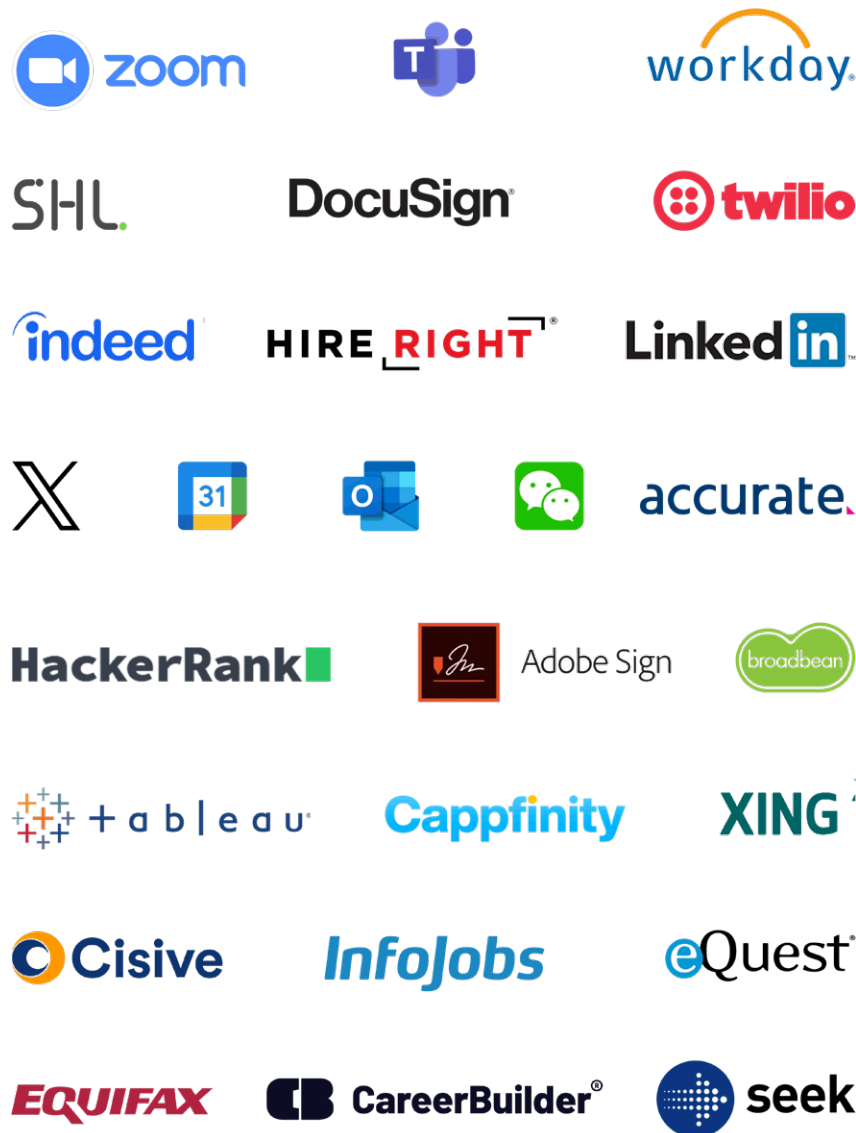
Painless Integrations

With over 15 years of experience partnering with customers across industries in 150+ countries, we've developed a platform that supports unique HR strategies through comprehensive integration capabilities.

Because the Avature platform offers a supplier-neutral integrations toolkit, you can connect to and operate with a broad range of third-party systems, empowering you to **build your ideal ecosystem**. Our platform's signature flexibility allows you to bring your own vendors or choose from Avature's catalog of 200+ pre-built integrations, including Applicant Tracking Systems (ATS), social networks, job boards, aggregators and SMS providers. Fully maintained by Avature, these integrations require no additional development or testing.

In addition to our extensive catalog, Avature offers two options for adding new integrations:

- **Self-service:** Build new integrations independently through an intuitive interface.
- **Full-service:** Avature's integration specialists create tailor-made integrations on your behalf to meet your specific business needs.



Boost Your Recruiting Power With Avature

Fully integrate Avature CRM with your other recruiting initiatives, all in one system:

- Engage early-stage talent — students, recent graduates, transitioning professionals, veterans, career switchers and more — with Avature Events Management and Early Careers Solutions.
- Tap into your employees' networks to find skilled talent with Avature Employee Referrals Solution.
- Build long-term relationships with high-performing contractors with Avature Contingent Workforce Management.



We Make Avature the Safe Choice

Companies with complex structures, global footprints and strict security and compliance obligations choose Avature.

Our Commitment to Performance

We support recruiting and talent management in over 130 markets for over 650 organizations, 10 percent of which are Global 2,000 companies. Most of our current customers process large volumes of data, so we have developed our software architecture, hosting, monitoring and DevOps processes, and selected our hardware and data center vendors, to ensure we rigorously meet customer demand.

Avature's Rigorous Security Standards

Avature's data security and privacy controls meet the industry's highest standards. Avature is ISO 27001 and 27017 certified, has SOC 1 Type II and SOC 2 Type II reports in place, and has completed the Cloud Security Alliance (CSA) Level 1 assessment. Additionally, we require our data centers to have the SOC Type II audit report or be ISO 27001 certified.



Facilitating Compliance on a Global Scale

The flexibility and adaptability of Avature ATS ensure businesses are up to date with compliance requirements and can easily adjust to the unique and variable regulations of different states or countries. Supported by the latest technology and extensive operating experience, we process customer data in compliance with leading privacy regulations, including GDPR, CCPA, HIPAA, PIPEDA, PIPL, APPI and the Australian Privacy Act.

Ensuring Accessibility

Avature portal apps are designed and developed following the accessibility guidelines defined in WCAG 2.2 Level AA. Avature is also on the path to conform with WCAG 2.2 AA on the core application. We have also committed to perform a VPAT evaluation in 2024.

A Partner For Growth

Built to scale, Avature's highly configurable architecture ensures that you can expand and enhance talent programs as your business grows. Unlike legacy technology, decisions made during initial implementation will not hold you back in the long term, and our growing array of tools gives users increased autonomy and control over system configuration.

We Are Global

The Avature platform is offered in more than 30 different languages. We have teams on five continents providing 24/7 support in English, German, French, Mandarin and Spanish.



Market Leaders Rely on Avature

650+

customers worldwide

- 110 of the Fortune 500
- 7 of the top 10 Fortune 500
- 23 of the FTSE 100
- 102 customers with +75,000 employees
- 4 of the Big 4 accounting firms
- 8 of the top 20 Forbes America's Major Banks
- 8 of the top 10 World's Largest Retailers
- 7 of the top 10 World's Largest RPO's
- Some of the most forward-thinking Federal agencies

100+

multi-country implementations

Since product release in 2008, Avature has been facilitating some of the most advanced talent acquisition and talent management programs in the world.



Contact Us to Learn More

For more information about **Avature CRM**,
please contact your Avature representative or visit our website

www.avature.net

