

Recruitment Intelligence made easy with launch of Insight from Innovantage

Bath UK based Innovantage has launched a powerful new business intelligence tool for recruiters and HR professionals that accurately indexes all the vacancies on UK websites crawled using Natural Language Processing

Bath, Somerset (FPRC) April 26, 2006 -- Innovantage launches Insight - a powerful business intelligence tool for the recruitment market.

At its core is a platform able to find, classify, structure and extract jobs published on corporate websites. This delivers a database of over 115,000 vacancies UK wide – a number that it is expected will increase significantly over the next few years.

Employment agencies, executive search firms and job boards will be able to use the web-based solution for better understanding the recruitment needs and challenges faced by UK corporates. It provides the up to date recruitment intelligence on over 360,000 organisations in the UK.

Matthew Dewstowe, Chief Technology Officer, said: "Monitoring how and what clients recruit is the key to understanding the challenges faced by employers in securing the top talent. By doing so job boards and agencies can focus on working with those clients where they can add the most value. Our technology can provide regular updates on all the information they need in order to do this. Historically solutions monitoring press and offline media have been available for years, but until now, no one has been able to monitor recruitment advertising direct on corporate websites. As with offline market we offer users the opportunity to increase their market understanding, productivity and profitability quite dramatically."

Richard Hill, Commercial Director, said: "The availability of the information that we can provide is a real leap forward for anyone in the recruitment industry. For the first time they will be able to get a real handle on what is really going on in the online market rather than having to guess. We believe that as we continue to develop the product and start to aggregate jobs from an increasing number of job boards it will get even better. We are also confident there is also a need by corporates for competitive intelligence.

It seems incredible that only about 15% of UK corporates publish jobs on their website – effectively a free resource. Analysis of this will be soon be more comprehensive with integration of added value data from a major UK provider. This will allow us to segment data by employee number and turnover.

It is inevitable that this will online space will develop with the introduction of the .jobs domain — a crucial factor in helping corporate job pages rank highly in organic search results. We believe that many more will be doing so in the future and, as such, we are uniquely positioned to be able to find, collate and structure that information to provide traffic and detailed information to anyone who is interested. This might also include job seekers if we feel the strategy is right."

Matthew Dewstowe also said: "It will be an exciting year for Innovantage. We already have an agreement in principal to aggregate jobs from a number of job boards. Our objective is to generate

the complete database of online vacancies in the UK, in doing so providing a powerful insight into the way UK companies recruit online”.

Registrations for a web demonstration and free trial are being taken at www.innovantage.co.uk/freetrial.

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Keywords

[recruitment market intelligence](#)

[job boards](#)

[jobs and vacancies](#)

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