

Case Studies: HR-XML Early Adopters

Resume Mirror Offers Customers Easy Integration Via HR-XML and Web Services



When Resume Mirror wanted to offer customers a way to rapidly implement its resume extraction engine within applicant tracking and other HR systems, its development team came up with a leading-edge solution, iREX, based on HR-XML and web services standards.

Resume Mirror Inc., headquartered in British Columbia, Canada, offers

technology that extracts unstructured resume data, structures it, and exports it to a variety of formats for exchange between business applications. Resume Mirror's extraction engine technology is currently being used by HR system vendors like HRware, Dillistone, BullHorn and MaxHire to quickly and reliably capture details such as an applicant's name, address, other contact information, work history, education, and skills. The resume extraction tool is able to process data from a variety of input methods, including emails and web forms and extract resume data from over 80 different file formats, including text, Word, PDF, HTML, and RTF.

Key market segments served by Resume Mirror include applicant tracking system (ATS) vendors, HRIS vendors, job boards, and large employers and recruiting firms with custom HR applications. "For HR system vendors, iREX provides an easy way to integrate one-click resume upload functionality into their application without drawing on development resources," according to Andrew Cunsolo, Director of Product Development. "We also assist job boards in cutting down application time by ensuring their candidates can upload a resume and have their information - name, address, phone number, and work history - automatically extracted. Our resume extraction technology reduces the chance that applicants will drop out mid-way through the job application process," said Cunsolo.

More than a decade of work has gone into Resume Mirror's resume extraction technology, according to Cunsolo. However, prior to the HR-XML standards, a key design issue Resume Mirror faced was how to standardize the export data format so that it would satisfy all its customers regardless of operating environments. "Each customer wanted resume information extracted to a different format - so in the past, for almost every single customer, it was a custom job to get the results of our standard product into whatever form they wanted," according to Cunsolo. For example, one customer might want emailed resume information extracted to their applicant tracking system's SQL database and another might need their resume data taken from an online web form and exported to an Oracle database.

When the vendor-neutral, non-profit HR-XML Consortium began work on a flexible standard for structuring resume information, Resume Mirror took notice. The HR-XML Consortium published "JobPositionSeeker," a specification that provides several options for structuring resume information and provides vendors a standard way to exchange resume data. The JobPositionSeeker specification is part of a set of standards known as "Staffing Exchange Protocol" (SEP). "We were early adopters of the HR-XML standards and we began to support JobPositionSeeker as one of our output formats soon after the specification was published," said Cunsolo.

Resume Mirror recognized HR-XML's potential as a flexible intermediate format that could easily be transformed to the other formats their customers had been asking for. They also took note of the increasing number of applicant tracking systems (ATS) and HR systems supporting HR-XML JobPositionSeeker as an import format. "There has been a lot of education going on. When we first began talking to ATS vendors about HR-XML, many would say 'what's that?' But now, our ATS customers are conversant about HR-XML and most systems have at least some level of support for HR-XML. When we talk to potential customers, we always promote the HR-XML output format as the preferred option."

The iREX Web Service Option

Resume Mirror offers customers two different service options. REX is the resume extraction component that customers embed directly into their application. iREX is the hosted, web services version of the REX component. A web service is an URLLaddressable application that can be seamlessly integrated with other applications using Internet standards. Implementers need only to send and receive specific messages to benefit from a web services application. Those messages often will be based on industry XML standards, such as those being developed by the HR-XML Consortium.

While Resume Mirror's provides technology suitable for many different customer environments, Cunsolo believes there are many distinct advantages for customers using the iREX web service. As is the case with any hosted application, customers using the iREX hosted web service are spared the responsibility for managing the application and the supporting software, servers, and hardware. "You don't have to worry about that, it's being taken care of by our technical services team. Customers simply use the web service as an extended part of their own applications," said Cunsolo. iREX gives customers the flexibility to design their own interface and seamlessly integrate resume extraction functionality within their HR system. End users need not even be aware that a third-party is handling the resume processing.

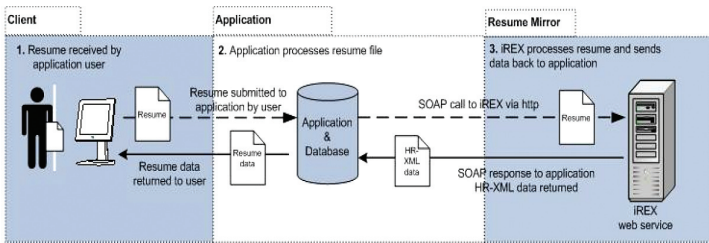


Diagram 1: How iREX works

Rapid integration with the hosted iREX service is possible because it is built on industry standards. iREX currently supports Version 1.1 of the JobPositionSeeker specification. The iREX web service was built using Microsoft ASP.NET framework. Customers can interact with iREX using any programming language that implements SOAP (Simple Object Access Protocol), including Java, JScript, Visual Basic, VBScript, Delphi, Coldfusion, ASP, and others. According to Peter Blitz, CEO of MaxHire Inc., "Resume Mirror's iREX resume processing technology was very easy to integrate. We had it working with our solution in a matter of days and our customers are very impressed."

Because iREX's interactions with customer applications are built on standards such as SOAP, Web Services Definition Language (WSDL), and the HR-XML JobPositionSeeker specification, iREX can be updated without affecting the customer application. "We're constantly improving iREX. We are keeping up with new terms and new skills and we constantly expand our geographic coverage. With our web service, it's always the latest and greatest. So in a sense, you're getting automatic upgrades, and someone's managing that upgrade for you," said Cunsolo.

The iREX web service supports two main resume-processing operations. The first enables the processing of a text resume and the second allows for processing resumes as encoded resume attachments. The resume text processing operation is particularly useful when exchanging data between online job application forms and HR applications while the resume stream processing operation extracts data from encoded binary attachments like Word and PDF documents. iREX also can accept bulk resumes via FTP or emailed resumes. Regardless of the processing operation, the SOAP response returns the extracted data in the standard HR-XML format.

More information on the iREX web service is available by contacting Resume Mirror.

About HR-XML

The HR-XML Consortium (www.hr-xml.org) is an independent, non-profit organization dedicated to enabling e-commerce and human resources data interchange universally. The mission of the HR-XML Consortium is to spare employers and vendors the risk and expense of having to negotiate and agree upon data interchange mechanisms on an ad-hoc basis. By developing and publishing open data exchange standards based on Extensible Markup Language ("XML"), the Consortium aims to provide the means for any company to transact with other companies without having to establish, engineer, and implement many separate interchange mechanisms. HR-XML's efforts are focused on standards for staffing and recruiting, benefits enrollment, payroll, competencies, and workforce management.

About Resume Mirror

Resume Mirror (www.resumemirror.com) provides leading edge resume processing technology to HR system vendors, job boards, and large corporate and recruiting firms. The component technology extracts, processes, and exports resume data for exchange between business applications. The Company's flagship products, REX and iREX, provide highly accurate resume extraction and easily integrate with any HR application to enhance product functionality and provide measurable improvements to current resume processing methods.