

ArcSight Case Study

Winning top candidates in a 2.0 world



Company Profile

ArcSight (NASDAQ: ARST) is a leading global provider of security and compliance management solutions that intelligently identify and mitigate cyber-threat and risk for businesses and government agencies. ArcSight helps protect businesses and government agencies by providing enhanced visibility and critical insights into their IT infrastructure across all users, networks, datacenters and applications. With the ArcSight market-leading SIEM platform, organizations can proactively safeguard their digital assets, comply with corporate and regulatory policy and control the risks associated with cyber-theft, cyber-fraud, cyber-war-fare and cyber-espionage. Headquartered in the Silicon Valley, Founded in 2001, ArcSight drives over \$130 million in revenue and employs over 400 people.

Matt Driscoll is Director of Global Recruiting and oversees ArcSight's recruitment and hiring. He and his team fill positions at all locations, across all disciplines, and at all levels within the organization - from executive, finance, sales and legal to engineering, IT, marketing and professional services.

The Challenge

ArcSight is growing rapidly and competing with larger, more-established companies for the limited pool of highly-specialized talent in today's expanding enterprise security market. To be successful, Matt and his team must quickly identify, contact and hire top candidates.

With a customer roster of leading global companies as well as over 20 of the top 30 U.S. federal agencies, ArcSight has a growing need for people who are current on the certification needs of the many industries they support.

As industry-specific regulations increase, companies and agencies face mounting compliance issues. And more and more they turn to ArcSight, a leading provider of security and compliance solutions.

Matt acknowledges that his hurdles aren't new or unique in the recruiting world. "It's a cliché," he says, "but my greatest challenge is finding the best talent. We have a very high bar when it comes to our interview process and who we bring onboard. They have to have the right mix of education and experience."

ArcSight

Headquarters: Cupertino, California, USA
Industry: Enterprise Security Software
Total employees: 425
Recruiting team: 6

Executive Summary

Overly-reliant on expensive recruitment agencies (who were sourcing 25 to 40% of their positions), ArcSight lacked an efficient answer to locating candidates on their own. While their LinkedIn Pro Account showed promise, it wasn't until upgrading to LinkedIn Recruiter that dramatic gains were realized. They now find specialized candidates faster, while saving considerable sums of money by reducing agency sourced hires to less than 4%.

“LinkedIn Recruiter has saved us approximately two hundred thousand dollars in recruiting fees - maybe even more in the last two years. Additionally, the productivity increases and time savings for my team and I are invaluable.”

Matt Driscoll, Director of Global Recruiting, ArcSight

After trying many approaches for reaching-out to the right candidates, the team discovered that professional information available through most traditional online sources was usually out-of-date. They needed fresh, timely information - and a fast, efficient way to contact professionals who possess the skill set ArcSight needed. And they needed a way to find those professionals before the competition did.

Matt also realized that ArcSight was too reliant on outside recruitment agencies, using them for 25-40% of their positions. As a team, they lacked a strong direct sourcing model.

Fortunately, prior to joining ArcSight in October 2007, Matt was already a power user of LinkedIn. He brought that enthusiasm with him to ArcSight. Matt takes pride in being an early adopter of technical solutions, and feels that a cutting-edge technology company like ArcSight should leverage the best technology available for its hiring needs. Matt finds that LinkedIn offers a competitive advantage that their fast-growing company needs.

LinkedIn Recruiter: The Solution

The best talent, in the least time

With LinkedIn Recruiter's advanced search features, Matt and his staff can quickly find professionals with the unique skills and specialized experience that ArcSight requires. Searches can be saved and used over-and-over, as well as shared with others.

Plus it alerts Matt when new LinkedIn members meet his criteria, so ArcSight can beat the competition to top talent. “I love having multiple searches running and sourcing new talent first,” Matt reports. “It’s a step up on the agencies.”

Getting more from their team

With ArcSight's open requisitions often hovering between 50 or 60, Matt and his staff of five must work efficiently to fill positions. Before LinkedIn Recruiter, each person used their own personal LinkedIn Pro account. This was not the best use of resources, however. From account expenses to administrative costs (such as writing and sending one InMail at a time, no effective way to organize and share searches, entering notes on each profile and exporting PDF profiles one at a time, etc.), they knew there had to be a better answer.

They can now contact multiple candidates at once, using InMail®. “I love InMail's templates,” Matt states. Before using Recruiter, Matt and his staff would cut-and-paste text into emails - a time-consuming and error-prone process. “That’s not the best use of my time. The new templates are awesome and I love emailing 20 people at one time. Talk about time savings!”

Matt also finds that recipients are more likely to open emails when they're sent through InMail. “People are more open and receptive to InMail for cold calls.”

Avoiding duplications

Prior to adopting LinkedIn Recruiter, Matt's team found themselves repeatedly contacting the same potential hires. The duplicated time-draining effort left an unprofessional impression on candidates. Matt notes, “I've emailed people that others have already emailed. We'd be tripping over each other.”

With LinkedIn Recruiter's collaboration features, the entire team can share saved communications, profiles, and profile notes. This dramatically streamlines their process, while creating a great first impression for ArcSight.

Cutting recruiting costs

In the past, the company relied on agencies to find many of its candidates. “Before I started here, more than 25% of ArcSight's hires were through agencies. Matt set a goal of hiring no more than 10% of its recruits through agencies, and they've easily exceeded that goal. “Using LinkedIn Recruiter cut our agency usage significantly, and we're already down to 4% in the most recent quarter,” he added.

When it comes to tracking cost, Matt points out that Recruiter delivers the numbers he and his management need. “I like the reporting feature. I send out our monthly usage report to everyone. I'm always ready with metrics that show the financial benefits of using Recruiter.”

After using the tool for only one year now, ArcSight has already noticed significant savings in hiring costs. Matt notes that this includes cutting their agency dependence: “LinkedIn Recruiter has saved us approximately two hundred thousand dollars - maybe more. Plus the savings of time for me and my team is invaluable.” They're now finding that LinkedIn Recruiter accounts for over 12% of their hires, with that number growing each month.

Matt has also discovered an unanticipated bonus to the reports: “Recruiters are salespeople and salespeople are competitive,” he says. “Now everyone on the team knows how they're doing and how the team as a whole is doing.” He points out that this spotlight provides added incentive to team members, encouraging them to fill roles quickly with the right hires.

Proven results

When it comes to recruiting, Matt knows what it takes to get the job done. That's why he personally handles all executive hiring using LinkedIn Recruiter. It's an invaluable tool that saves ArcSight time and money.

“Using the tool as a team member, I now know the value of LinkedIn first-hand,” he concludes. “I know because I've run everything. I've run the metrics, and I'm in the trenches with my recruiters. I know the value of the tool.”

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