

**Stop compromising.**

**Use recruiting software  
built on Smart Client  
technology.**

WHITE PAPER

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# Stop compromising. Use recruiting software built on Smart Client technology.

Smart Client technology is the new killer app for online, on demand applicant tracking.

The applicant tracking industry used to be divided into two models: software that installed on your computer and accessed a database on your LAN (client/server), or software that was hosted by a vendor that you used through a web browser (thin client). Now there's a new model called Smart Client which has the best qualities of both traditional models while avoiding the negative qualities of each. A Smart Client program is an internet-enabled generation of software that uses an installed program on the client machine (similar to client/server) to display data delivered over the internet (similar to thin client). It's the new killer app for any data-driven application transforming the internet into your corporate LAN so you can use robust installed software to access shared data over the net. Smart Client technology is quietly taking over the connected application world and you probably don't even realize it. There are plenty of examples of popular Smart Client programs that you might already use including iTunes, Exchange Server (hosted Outlook), SharePoint, and most programs on an iPhone.

## **What traits recruiters need in an applicant tracking system.**

One way to describe the difference between 3rd party recruiting and corporate HR is to compare them to 'hunters and gatherers.' Unlike gatherers, hunters need to react quickly and 'make the kill'. To be successful, software designed for hunters needs to have the following characteristics:

- Speed
- Flexibility to change directions quickly and come back to prior tasks
- Visibility of all information in one glance to help make quick decisions
- Familiar, easy to use features for organizing data

Installed client/server software generally met these needs better than thin client browser-based software. Installed software is typically faster, has more intuitive/familiar navigation, and can open information in multiple windows for better multitasking. For example, compare the speed and flexibility of Outlook (an installed application) with any browser based email program like Hotmail or Gmail. Outlook is faster, more intuitive and more flexible, far better suited to the needs of a 'hunter'.

## **What IT managers and business owners want in a mission-critical application.**

IT departments and business owners have their own priorities when it comes to buying and installing mission-critical software like an applicant tracking system. Their key requirements focus on delivering the program to their workforce, protecting data, and cost savings. They include:

- Centralizing the data so it is accessible to everyone in the organization
- Securing the data against unauthorized access and protecting against data loss
- Using as little network bandwidth and computing resources as possible
- Using software that requires little support and is easy to upgrade
- Outsourcing as much as possible to free up IT staff and computing resources

Browser-based thin client applications met most of these requirements better than client/server, particularly the ability to outsource the entire application to a vendor if needed to free up valuable IT resources. Outsourcing client/server wasn't really possible because the data had to reside on a server inside the corporate LAN.

**How Smart Clients share  
the best parts of LAN-Based and  
Browser-Based Applications**

**LAN-Based  
Client/Server**

- Hard to deploy
- Confined to LAN

- Integrated
- Fast and easy to use

**Smart Client  
Applications**

- Internet enabled
- Easy to deploy

**Browser-Based  
Applications**

- Inefficient to use
- Hard to integrate
  - Slow to build

### **Browser-based productivity applications suffer from the “tyranny of the OR”.**

Some business owners decided to switch from in-house client/server applicant tracking systems to hosted browser-based systems to meet higher level business requirements at the expense of end user productivity. Jim Collins, author of the popular business books *Good to Great* and *Built to Last*, talks about the “tyranny of the OR” in business. In choosing between client/server systems and thin client hosted systems, companies faced the “tyranny of the OR”. They could get a program that worked more slowly over the internet *or* one that was responsive that only worked on the LAN. They could get a program that would run on any computer without installing software *or* get a program that would integrate well with other installed applications. They could outsource everything *or* keep everything in-house and have an installed program better suited to the needs of their users that was more labor intensive to maintain. Many companies recognized these compromises and were reluctant to switch to thin client browser based programs. Even with the cutting-edge browser technology available today, companies are still not moving mission-critical productivity programs like corporate email and back office systems to hosted browser-based programs.

### **The “genius of the AND” made possible by Smart Client technology.**

Smart Client technology replaces the “Tyranny of the OR” with the “genius of the AND” for data-driven applications like recruiting software. With Smart Client technology, we can have software that works over the internet *and* feels very responsive like it’s running on the LAN. We can get a program that requires little or no installation *and* can integrate with other installed programs on the computer. IT departments can outsource the entire application *and* users can have a program with the features they need. For the first time in history, recruiters and business owners can have an applicant tracking system that meets both of their needs. Applicant tracking systems built with Smart Client technology look and feel like traditional installed client/server software, what recruiters want, and are outsourced like browser-based hosted software, what the IT department and business owners want. They share the best qualities of both client/server and browser based software while eliminating many of the negative characteristics of both. The center diagram shows how Smart Clients fill the middle ground between traditional LAN-based client/server programs and hosted browser based thin client programs.

### **Software that integrates well with other software lets you choose the best tools for the job.**

Your applicant tracking system is the hub of your entire recruiting business and needs to store, organize and share data from other key systems such as email so users can effectively share information. Since Smart Client applications use installed software, they have the ability to interact with other software installed on your computer through an application programming interface (API). For example, a Smart Client applicant tracking system can communicate with Outlook via an API allowing your ATS to read and write data to Outlook directly in real-time. This means that emails arriving in Outlook can be stored in the applicant tracking system and emails sent from the applicant tracking system can go through Outlook seamlessly. They work together as one system and key email data is organized and visible to everyone through your applicant tracking system. In contrast, web browser based systems cannot talk to programs installed on your computer through an API and force you to replace programs such as Outlook with inferior integrated email clients to give visibility to key data like email from within the applicant tracking system. Due to the technical limitations of web browsers, their only option is to replace rather than integrate.

**“Of all the applications we demoed, everyone, across the board, liked MaxHire the best.”**

**Jeff Aplin, Vice President, David Aplin Recruiting**

**Smart Client applicant tracking systems are the right software delivered the right way.**

Browser-based applicant tracking systems are based on the right delivery model allowing business owners to outsource the entire application and make it accessible over the internet. However, browsers are the wrong technology for creating productivity-enhancing software for end users. Installed client/server software uses the right technology for creating productivity-enhancing features that end user like, but client/server is based on the wrong delivery model where everything is confined to the corporate LAN. Smart Client applications bring the right technology together with the right delivery model, productivity-enhancing and intuitive software that is also delivered over the internet.

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<b>LAN Based Client/Server</b>	+ Right Technology	x <i>Wrong Delivery Model</i>
<b>Hosted Browser-Based</b>	x <i>Wrong Technology</i>	+ Right Delivery Model
<b>Hosted Smart Client</b>	+ Right Technology	+ Right Delivery Model

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## CASE STUDY

### **David Aplin Recruiting selects MaxHire.net to meet the requirements of both end-users and the IT department.**

David Aplin Recruiting found MaxHire to be the best match for the needs of everyone involved in their selection process, both business owners and recruiters. Since MaxHire is a hosted Smart Client application, they were able to outsource the entire application freeing up precious IT resources. The users liked the look and feel of MaxHire as it was similar to their current client/server systems, fast and intuitive. Management knew that if the users were happy using MaxHire, they would actually use the system and enter mission-critical data properly. The end users, the IT department and the business owners, all found what they were looking for in MaxHire using Smart Client technology.

*“Of all the applications we demoed, everyone, across the board, liked MaxHire the best. The whole Microsoft® look and feel to MaxHire is really attractive to us. Whereas people were quite reserved about using any of the other ATS vendors, MaxHire was the only one that people just plain liked using. It’s a highly functional program that gives us everything we need – real-time integrated Outlook email, automated resume parsing, job, candidate and client pipelining, as well as the numerous other features we needed.”*

**Jeff Aplin**, Vice President, David Aplin Recruiting

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